



“New Zealand’s Wine Family” - an export-focused marketing alliance of twelve New Zealand winemakers has been launched in New Zealand.

Adopting a name which reflects both the cooperative spirit and private ownership, The Family kicks off its export initiative with events in San Francisco, New York and London in June. The wineries involved encompass wine regions throughout New Zealand and make wine from every major varietal. Six are from the North Island and six from the South.

Family of 12 Chairman, Richard Riddiford, says the concept evolved “as all the best ideas do” over a glass of wine.

“We want to make a stand for producers of quality, individuality and diversity. To blaze a trail we hope will benefit like-minded wineries in New Zealand as well as producers who share our values elsewhere in the world.”

“We’re a group of producers who enjoy one another’s company, who like and respect one another’s wines and philosophies, and who can make quick decisions. The people behind these established and respected brands bring a wealth of experience, knowledge and energy – not to mention consistently outstanding wines – to the table. With premium quality wines from each of our major regions we can show-case the diversity and quality of New Zealand wine in an effective and targeted way. It’s a very crowded market out there and New Zealand needs fresh, new approaches to grab the attention of busy wine-buyers and consumers. As a group we have far more potency.”

Riddiford says planned off-shore events are intended to be innovative, intimate and targeted. The personal touch will also apply when visitors come to New Zealand. He says the approach reflects the ‘Kiwi’ spirit and the sort of people involved. Although all twelve producers will be present for the first series of events in June, it is intended that members will rotate responsibility for representing each other’s wines at off-shore events in the future.

“Each of us is committed to fine wine and it’s refreshing to work with generous-spirited, fun, intelligent and creative people. We’re dedicated to continually pushing the boundaries of excellence, and we hope ultimately to stimulate demand for ALL New Zealand wine.”

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