



Regional Wine Collection Process 2024

Overview

NZ Winegrowers and HBWG have an annual programme for international and domestic visitors, primarily media and trade buyers. HBWG hosts these visitors when they are in the region and provides a regional tasting and overview.

Aligned with the HBWG regional strategy, the focus is on a **red wine and chardonnay message** from Hawke's Bay but we are also interested in representation of other varietals. The aim is to ensure we present and deliver the message that will have the most impact with our visitors.

The 2024 Regional Wine selection process differs from previous years in that there will be no regional blind judging of wines submitted. The new process is outlined below.

Wine Selection

We ask wineries to provide a list of their gold medal winning HB wines based on recognised wine competitions or those wines which have been reviewed by recognised independent reviewers / commentators and achieved 95/100 (or 18.5/20) points or more. Note that the Chardonnays selected as part of HBWG Chardonnay Collection will be automatically included.

The 2024 Regional collection will comprise wines from Vintage 2020 and 2021.

The regional collection will focus on six classes:

1. Chardonnay
2. Syrah
3. Merlot
4. Hawke's Bay blended red wines
5. Other Varietals and styles
6. Aged wine

Class 6 is included to show the age-ability of our wines and can be wines from any of the other five classes and from any vintage but still subject to the selection criteria detailed above.

Wineries are to ensure that there are 12 bottles of each wine submitted held in stock (stored by the winery) and available over the ensuing 12 months.

Wineries will be notified and asked to deliver those wines called for given individual visitor interest accompanied by an electronic tasting note.

Submission Criteria

All wines submitted must be at least 85% from Hawke's Bay and comply with all other national regulations regarding labelling and record keeping.

There will be no cost for Wineries to submit their wines, just the commitment to holding 12 bottles in stock for a period of 12 months and cost of delivery to a tasting venue in NZ when called for.

Regional Hosting

We aim to hold the regional tasting at the beginning of any visit to ensure we are able to provide an overview and regional platform for the visitor before they undertake individual winery visits.

There are two tasting formats as follows:

1. **Regional Presentation – Varietal Strengths**
A hosted regional presentation with guided tasting of a limited selection of wines representing as many HB sub-regions as possible and the key varieties of Chardonnay, Syrah, Merlot and Hawke's Bay red blends. The aim is to provide the guest with a broad example of the region's most well-known wines. This tasting will not be limited to wines available in the guest's market.
2. **Regional presentation - Diversity**
A hosted regional presentation with guided tasting of a limited selection of wines representing the diversity of HB wines. The aim is to provide the guest with a broad example of the region's varietal diversity. This tasting will not be limited to wines available in the guest's market.

In all cases, guests will be provided with an information pack containing tasting notes and other relevant contact information on a USB drive.

Following a visit, HBWG will contact the person hosted and request a response to an online feedback survey. Many media visitors are reluctant or unable to share comments about individual wines however the survey enables us to gain feedback on a generic and regional level. Where guests are happy for individual comments to be shared, HBWG will do so.