



Great Wine Capitals

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# ADELAIDE SOUTH AUSTRALIA

Outbound Knowledge Exchange July 2024: Sara Macdonald

## FUTUREPROOFING

- ❖ Alternative grape varieties, planted specifically for climate change
- ❖ No and low alcohol wines & the NOLO Project at the University of Adelaide

## STORYTELLING

- ❖ GWC Best of Wine Tourism Award winners
- ❖ Wine region marketing



- Why?
- What?
- How?





# FUTUREPROOFING

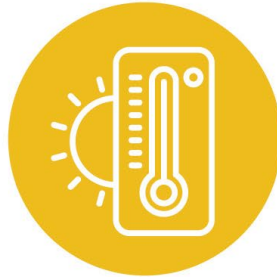
Alternative grape varieties, planted specifically for climate change



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# Likely climate change impacts for Hawke's Bay



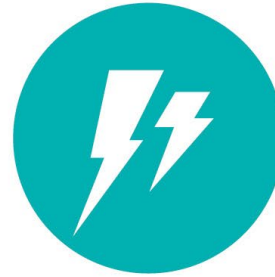
**Annual average temperatures** are projected to go up between 0.5 °C and 1 °C by 2040, and between 1.5 °C and 3 °C by 2090. This comes on top of the 1°C increase over the last century



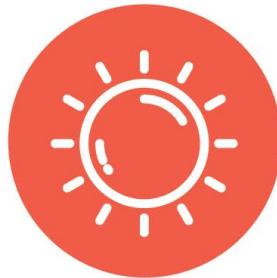
**Annual rainfall** is projected to drop by up to 5% by 2040, and up to 15% in parts of Hawke's Bay by 2090



**Coastal areas** could have five fewer frosty days and inland areas 20 fewer frosty days by 2040. This could increase to 50 fewer frosty days for inland areas by 2090



**More intense storms**



**Heat waves**, defined as three or more days above 25°C, will become increasingly common, with increases of between 10-20 days by 2040, and 20-60 days by 2090



**Sea level rise** of up to 0.4m in 40 years and worsening coastal erosion (under the extreme worst-case scenario)

Source: Niwa, November 2020, Climate Change projections and impacts for Tairāwhiti and Hawke's Bay



Montepulciano Vermentino Frontignac  
Aglanico Sangiovese Arinto  
Grillo Zibbibo Fiano Cabernet Franc Grenache  
Touriga Saperavi Bastardo  
Mencia Dolcetto  
Tempranillo Primitivo  
Sagrantino Nero d'Avola Greco di Tufo  
Mataro Carignan



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# “Opportunity vs. necessity”

- Andy at Lino Ramble



# FUTUREPROOFING

NOLO wines & the NOLO Project at the University of Adelaide

**NO** = < 0.5%  
**LOW** = 1-2%  
(& Mid = 6-7%)







# Non-Alcoholic Beverage Market



**US\$22 billion**  
Non-Alcoholic Beverages 2022 Global Market Value

Growth is forecast at ~8% p.a. expected to reach **US\$43 billion by 2027**

**Non-Alcoholic Wine**  
sales increased in Australia by 15% in 2023

**Non-Alcoholic Beer**  
accounts for 45% of total non-alcoholic beverage sales and 10% of all beer sales in Australia

**What's brewing the growth?**  
Factors including stricter drink driving laws and random breath testing, targeted social media campaigns like Dry July, the promotion of healthier lifestyles, and changing youth views on alcohol.

**Asahi forecasts**  
1/2 of company beverage sales to be from non-alcoholic drinks by as early as 2040

**Sans Alcohol**  
Alcohol consumption is down in the wine capital of the world, France, with only 10% of French people drinking wine daily in 2022 compared to 50% in 1980




**Forbes**  
FORBES > BUSINESS > RETAIL

## Why GenZ Is Drinking Less And What This Means For The Alcohol Industry

Clara Ludmir Contributor @ Clara covers evolving consumer and retail trends.

Follow



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# The Guardian

## Why no- and low-alcohol drinks are the future

The trend towards alcohol-free and low-alcohol drinks shows no signs of going away



**the drinks business**

NEWS

## No and low alcohol drinks category continues to grow, reaching US\$10 billion in value

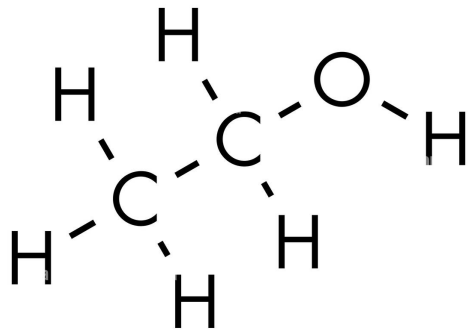
20 JANUARY 2022  
By Eloise Feilden

As consumers embrace dry January, new research reveals that no- and low-alcohol drinks continue to grow in popularity. But what is next for the category as we head further into 2022? *The drinks business* investigates.



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### NEW ZEALAND PIQUETTE ROSÉ

Crafted with cranberry, strawberry, red melon, and spice. Balanced and ready to enjoy.

[VIEW MORE DETAILS →](#)



### HAWKE'S BAY PINOT GRIS

Salmon hues, red berry fruits, floral notes. Soft textures, balanced acidity.

[VIEW MORE DETAILS →](#)



### HAWKE'S BAY ROSÉ

Apple, pear, cider, and hints of light beer. A taut, dry profile with poised acidity and lingering allure.

[VIEW MORE DETAILS →](#)



From \$20.00 per 750ml

Lost Garden 0% Alcohol Rosé  
2023



From \$20.00 per 750ml

Lost Garden 0% Alcohol Shiraz  
2022



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# STORYTELLING

GWC Best of Wine Tourism Award winners



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GREAT WINE CAPITALS  
**BEST OF WINE TOURISM AWARDS**



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# STORYTELLING

Wine region marketing



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# “Modern thinking on ancient lands”

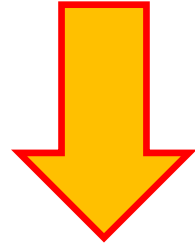
- Paul Turale, GM Marketing, Wine Australia



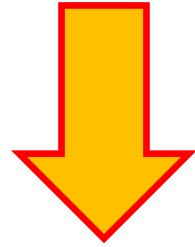
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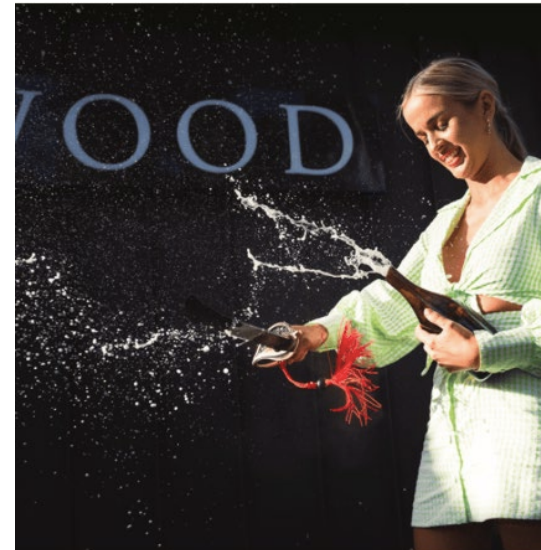
Service



Experience



Transformation





“Modern thinking on ancient lands”



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**THE  
RIVERLAND  
RUNS  
FREE**



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...and what about Hawke's Bay?  
What is our vibe?



**BEACHES**

**CELLAR  
DOORS**

**ART DECO**

**CRAFT  
BREWERIES**

**GOLF**

**OCEAN  
VIEWS**

**NZ'S OLDEST  
WINE  
REGION**

**STUNNING  
LANDSCAPES**

**F.A.W.C**

**SURFING**

# INDULGENCE

**VINEYARDS  
FOR DAYS...**

**BOUNTY OF  
LOCAL  
PRODUCE**

**AWARD  
WINNING  
TASTING  
EXPERIENCES**

**WORLD CLASS  
RESTAURANTS**



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Thank you



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