



NEW ZEALAND WINE GENERIC PROMOTIONAL MATERIAL ORDER FORM



NEW ZEALAND WINE
PURE DISCOVERY

PLEASE FILL IN AND EMAIL THIS FORM TO marketing@nzwine.com

Important Information:

- Please complete the order form and post or email to Jennifer at NZ Winegrowers marketing@nzwine.com, Address: PO Box 90276, Victoria St West. Fax: 09 302 2969
- Please make cheques payable to New Zealand Winegrowers. If you do not wish to send a cheque we will invoice you accordingly.
- This form becomes a tax invoice (GST No. 81 695 180 Tax Invoice) when paid—please keep a copy for your records.
- Costs do not include postage. All prices are in New Zealand Dollars.
- Please bear in mind delays may occur due to stock levels, some items are limited.
- If delivery is to a rural delivery address, please note this may add 2-3 days to the delivery time.

Company Name & Delivery Address:

Contact Person:

Contact Number:

Order Number *Required:

Are you using a rural delivery?

If so please note this will incur an extra 2-3 days to the delivery.

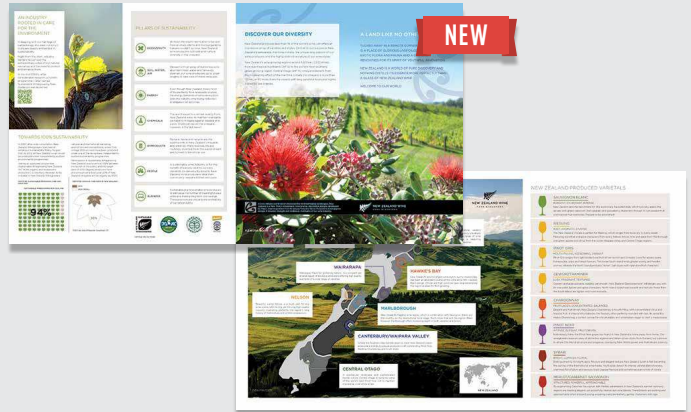
Yes

No

If you have any ideas or suggestions of promotional material that New Zealand Winegrowers could produce, please email marketing@nzwine.com.

1. CONSUMER BROCHURE:

Pocket size brochure (105mm x 210mm folded, 420 x 210 unfolded) providing user-friendly introduction to New Zealand wine, covering climate, regions, varietals, suitability with food and winemaking/vineyard practices. Now also available in Japanese and Chinese.



QUANTITY REQUIRED

Consumer Brochure **NEW DESIGN 2014**: \$1.80

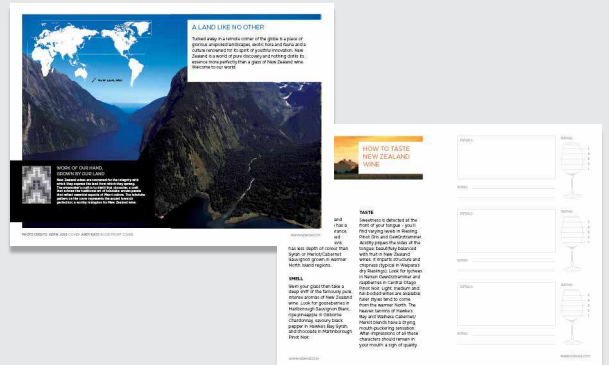
Consumer Brochure **JAPANESE**: \$2.00
(Limited quantities available)

Consumer Brochure **CHINESE**: \$1.50*
*Limited stock —please contact NZ Winegrowers for more information



2. CONSUMER TASTING BOOKLET:

30 page booklet (98mm x 147mm folded, 196mm x 147mm unfolded) providing a more in-depth overview of the industry and key varieties. Ideal for use at wine tastings, as contains 20 pages where users can write their own notes on wines and use the innovative rating system included.



QUANTITY REQUIRED

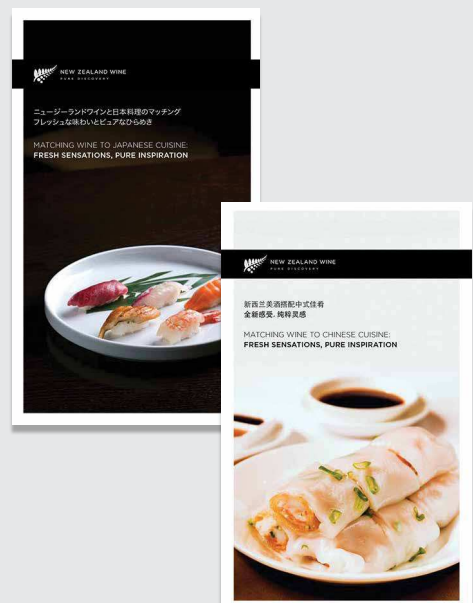
Consumer Tasting Booklet: \$8.00
(Limited quantities available)

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3. JAPANESE/CHINESE CUISINE AND NZ WINE BROCHURE:

Japanese: This handy-sized, bilingual brochure (written by Lisa Perrotti-Brown MW) profiles ten typical Japanese dishes and provides a range of NZ varietals that perfectly match them. Including stunning photography and short, easy to absorb suggestions, the brochure aims to enhance the dining experience of Japanese food and NZ wine lovers not just in Japan, but all around the world.

Chinese: This informative, bilingual (English and simplified Chinese) brochure, written by esteemed wine writer Simon Tam, profiles nine styles of Chinese cuisine and highlights a selection of NZ varietals to complement them. Including stunning photography and short, easy to absorb suggestions, the brochure aims to enhance the dining experience of Chinese food and NZ wine lovers not just in China, but all around the world.



QUANTITY REQUIRED

Japanese Brochures: \$3.00
(Limited quantities available)

Chinese Brochures: \$3.00*
*Currently out of stock - please contact NZ Winegrowers for more information

4. NEW ZEALAND WINE DVD:

This three and a half minute DVD on New Zealand Wine provides a stunning visual overview of New Zealand's premium winegrowing regions and key varieties. Set to music and featuring educational voiceover, this is the perfect start or finish to a presentation or tasting in market, and can also be used looping on a screen as the ideal back drop to your stand at an international fair or event.



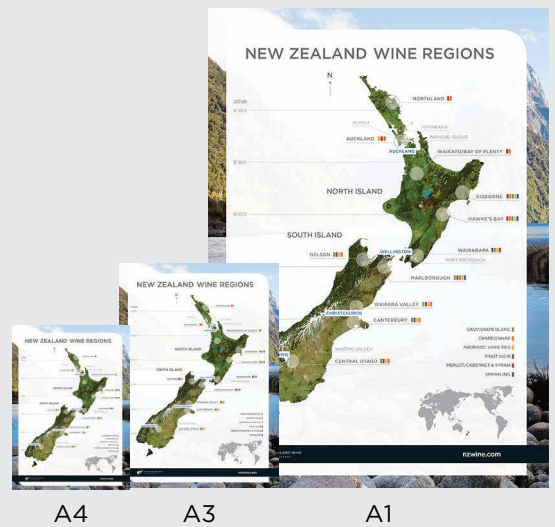
DVD: Unit Cost \$6.00

DVD—CHINESE SUBTITLES: \$6.00

QUANTITY REQUIRED

5. NEW ZEALAND MAP:

Depicts the map of New Zealand. Available in three sizes: A4 size, A3 size and A1 size. A4 and A3 size also include information on varietals within region and regional planting size.



A1 size: \$8.00

A3 size: \$5.00

A4 size: \$4.00

A4 size: CHINESE SUBTITLES \$1.00

QUANTITY REQUIRED

6. NEW ZEALAND WINE REGIONAL MAPS:

Detailed sub-regional maps of our wine producing regions have recently been created. These are available for your use as images, videos or professional print files. If you would like to make use of these, please email Felicity Johnston (felicity@nzwine.com), and she will send you the relevant files.



REGIONAL MAPS:

- Northland
- Auckland
- Canterbury & Waitaki Valley
- North Canterbury & Waipara Valley
- Central Otago
- Gisborne
- Hawke's Bay
- Marlborough
- Nelson
- Wairarapa



7. BANNERS:

Two sizes available, Large Material Mural Banners and Regular Pop-up style map banners—[MADE TO ORDER](#)

QUANTITY REQUIRED

Large New Zealand Wine Curved Fabric Mural Banners (Steel framed) (2980mm wide x 2259mm high) \$POA

Regular pop-up style New Zealand Wine Banners. Two different designs. (2150mm x 830mm wide) \$POA



8. VARIETAL SALES GUIDES:

A pocket-sized (75mm x 115mm) guide to NZ Wine made up of individual cards bound by a ring clip. This guide has been created primarily for use by distributors and sales staff in store and restaurant with a focus on food and wine pairing and typical styles. The copy is direct, punchy, quick to absorb and easy to relay to consumers. The guide features cards on each main variety as well as an overview and information on our sustainability policy.

QUANTITY REQUIRED

Varietal Guides: \$8.00

*Limited stock available only.



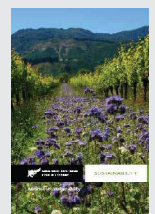
Cover

Sample page

9. VARIETAL, REGIONAL & SUSTAINABILITY GUIDES

The NEW Guides are a concertina style that has information on Viticulture, Winemaking Influences, Food & Wine Matching, Regional Information, Exports & general statistics. The Sustainability guide explains the environmental culture attained by our wine industry, highlighted by stories and facts.

Each guide measures: Extended = 39cm x 15cm or Folded = 10cm x 15cm. There is also an option to order a NZ Wine branded band to keep multiple guides together.



Images of each of these guides can be viewed on nzwine.com in the following location - [Resources / Resources / Promotional Material](#)

QUANTITY REQUIRED

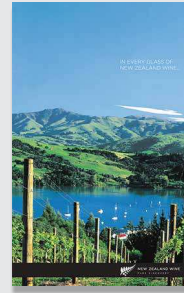
Introduction to NZ	\$1.50
Pinot Noir	\$1.50
Merlot, Cabernet Sauvignon Blends	\$1.50
Syrah	\$1.50
Sauvignon Blanc	\$1.50
Pinot Gris	\$1.50
Riesling	\$1.50
Chardonnay	\$1.50
Marlborough	\$1.50
Auckland	\$1.50
Gisborne	\$1.50
Hawke's Bay	\$1.50
Wairarapa	\$1.50
Nelson	\$1.50
Canterbury/Waipara Valley	\$1.50
Central Otago	\$1.50
Sustainability	\$1.50
Bands	\$0.50

10. NEW ZEALAND WINE FOLDER:

Folder with pocket for holding press information, loose brochures, etc. Slightly larger than A4 size.

QUANTITY REQUIRED

Folder: Unit cost \$5.00



11. CARRIER BAG:

Paper wine carry bag (environmentally friendly) with NZ Wine Logo. Very sturdy, holds up to three bottles of wine.

QUANTITY REQUIRED

Paper Bag: Unit cost \$4.50



12. BLACK BAG:

Cloth carry bag with shoulder strap—NZ Wine Logo printed on one side and www.nzwine.com on the other.

QUANTITY REQUIRED

Black Bag: Unit cost \$15.00



13. CAPS:

Stylish black cotton caps, with generic New Zealand Wine logo embroidered on one side and www.nzwine.com on the other.

QUANTITY REQUIRED

Caps: Unit cost \$26.00



14. USB DRIVE:

Wooden 4GB USB drive with www.nzwine.com on one side and generic New Zealand Wine logo on the other.

QUANTITY REQUIRED

USB Key: Unit cost \$13.00



15. NEW ZEALAND WINE PENS:

Black pen with white NZ Wine logo and website address.

QUANTITY REQUIRED

Pens: \$2.50

