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## **New Zealand is about to pounce on the finest palates in the United States**

Last night the New Zealand Government announced support for an initiative aiming to break into the best wine lists, the best wine shops and the best private cellars in the States.

A group of 21 wineries have come through a rigorous selection process to become ambassadors for the Super Premium wine push.

Chairman of the group, Steve Smith MW, said this is one of the challenging and exhilarating projects in which he has been involved.

"This is extraordinary stuff - we have given ourselves two years to convince the sommeliers, wine buyers, collectors and media that New Zealand makes some of the finest wines in the world and every great wine list in the States should have a selection from New Zealand."

"One of themes we have chosen to use is "No one said it would be easy" but then producing great wine is a work of love, art and science and as a group we know our wines can stand proud in any country in the world."

"The group of wineries represents some of the best wine business brains in the country and we are itching to start work."

There has been two years planning and research behind this project which will launch in September in the States.

Mr Smith says he sees this work , which has the support of Trade and Enterprise and New Zealand Winegrowers , being of immense benefit to every wine producer in the country.

"I guess this is a classic case of trickle down....we hope to break the glass ceiling to give everyone access to the upper end of the market. New Zealander wineries have made serious advances in the US market and this builds on the work currently being achieved."

When they launch the project Mr Smith said it will not just be about wine.

"To fully appreciate fine wine, you have to understand the back story. We plan to tell the stories of the people and place, the food and the culture. These are all interwoven and make a unique and beguiling story."

The wineries involved are:  
Amisfield Wine Company

Ata Rangi  
Cloudy Bay Vineyards  
Craggy Range Vineyards  
Escarpment Vineyard  
Felton Road  
Kumeu River Wines  
Mt Difficulty Wines  
Muddy Water Wines  
Nautilus Estate  
Neudorf Vineyards  
Palliser Estate  
Pegasus Bay Winery  
Quartz Reef  
Saint Clair Family Estate  
Seresin Estate  
Spy Valley Wines  
Trinity Hill  
Vavasour  
Villa Maria Estate  
Vinoptima Estate

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