

The Cellar Club Inc



Established in 1980

April 2025 Newsletter

Gold Medal Winners from the New Zealand International Wine Show October 2024

Hosted by Wayne Kennedy, Murray Jaspers and Michael Kuus

Wednesday 9th April, 8pm Start

Door Price: Members \$16 / Guests \$20



Please remember your tasting glasses Y Y Y Y



Immediately that the Gold Medal Winners from the New Zealand International Wine Show were announced last

October, your club set out to acquire three bottles of seven gold medal wines for us to taste this month. April was chosen to do this as that is a time of the year when the wine industry is busy with harvest and thus many wineries are unavailable to present to us.

The beauty of doing this immediately that the announcements were made were two-fold. It meant that the wines were still available and more importantly it also gave us an opportunity to secure seven trophy wines, including the McArthur Ridge Southern Tor Pinot Noir which was the Champion wine of the Show.

Many of these wines are hard to come by now so we are fortunate that your committee acted so quickly. All that remains is for you to attend and enjoy a great trophy tasting.

The wines we will be tasting are:

- Y 2024 Leftfield Pinot Gris, Marlborough
- Y 2024 Wairau River Estate Sauvignon Blanc, Marlborough
- Y 2024 Sileni Advocate Grand Reserve Albarino, Hawkes Bay
- Y 2023 Bladen Eight Rows Riesling, Marlborough
- Y 2022 Kirrihill Regional Series Clare Valley Shiraz, South Australia
- Y 2021 Church Road McDonald Series Merlot, Hawkes Bay
- Y 2023 McArthur Ridge Southern Tor Pinot Noir

Look Out for Each Other

As always, please if you are feeling unwell, do not attend the evening's presentation. Thanks

Looking Back – Mission Estate Wines

We had Tammy from Mission present to 40 club members on the evening. A great turnout for a popular winery, and a relaxed and enjoyable presentation. Mission had 21 orders from the evening which indicated just how much their wines were appreciated.

Tammy's presentation featured wines from two Mission ranges and mention was also made of their premier Jewelstone range that some in the club were familiar with.

As a reminder of the wines we tasted during the evening:

- Y We started with 2024 Mission Estate Rosé as our conversation/entry tasting
- Y 2023 The Gaia Project Pinot Gris
- Y 2024 Mission Estate Gertz
- Y 2023 Reserve Chardonnay
- Y 2019 Mission Reserve Cabernet Franc
- Y 2020 Mission Reserve Cabernet Sauvignon
- Y 2023 Reserve Syrah

Committee Musings

1. The committee has begun preparations for the forthcoming AGM and the formal Agenda for this meeting is attached to this newsletter.
2. Included with the agenda are a number of Notices of Motion that relate to proposed changes to our club rules. The reasons for these changes are also set out in the attachment.
3. We also continue to be delighted and thankful of everyone's help with set-up of the hall for our gatherings, and then the pack down at the end of the evening, thank you.

Looking Ahead:

- Y **May** – AGM and Notice of Motion to Amend the Club Rules
- Y **June** – Gibbston Valley [Provisional]
- Y **July** – Midwinter Dinner – venue to be confirmed

Wine News

New Zealand wine sales in US increase, for 16th year in a row *story from Morning Report MSN.com*

Sales of New Zealand wine have increased in the US - "a bright spot in an otherwise declining import sector", the New Zealand Winegrowers industry body says.

The increase, for 2024, marks the sixteenth year in a row that retail sales of New Zealand wines within the US have gone up, the new report from alcohol sales analysts Impact Databank. And it comes on the heels of threats from US president Donald Trump to impose a 200 percent tariff on alcohol imported from European Union countries, amid unfolding international trade tensions.

New Zealand Winegrowers director Fabian Yukich told *Morning Report* it was promising news, amidst otherwise challenging conditions. "That publication goes out to a lot of people who make

decisions about buying New Zealand wine, so it's pretty important ... that we're getting all this good news from the US right now, where things are otherwise a bit gloomy in other parts of the industry ... people see it and they say, well we better order some more New Zealand wine," Yukich said.

New Zealand is particularly known for the "flavours and aromas" of our sauvignon blanc, he said. "If you look at it from a global perspective, we are less than 2 percent of the world's production - the trend at the moment is moving away from red wines and towards white wines, and it's moving towards those more aromatic fresh white wines, so the trend is all in New Zealand's favour."

"So, the wine's that we make they are also very sustainably made, and we do take a lot of time to promote that around the world, and that is also in our favour because people do like to buy wines that are sustainably produced."

Yukich said despite retail sales in the US increasing, retailers were being slow to restock New Zealand wine on their shelves, "and we are feeling that a little bit in New Zealand."

"They're unstocking - so that means less sales in the short term ... less imports from New Zealand at the moment ... but the outlook in the long term is good. Just about every other country's sales at retail level are reducing, and wine in general is reducing - against that backdrop New Zealand wine is increasing ... the long term picture is good."

Picking has just begun for this season's sauvignon blanc, but in the face of declining consumption in New Zealand and international, some growers in Marlborough have recently been advised to leave some of their crop unpicked. "In the last three years we've had three massive crops, that Mother Nature has delivered - and this year's is no different to 2022 and 2023, where the vines are delivering a lot of grapes," Yukich said.

"And the wine companies are saying 'well look, we need to temper that against what is actually being exported out of the country'. "It's not great news for our growers... but the long-term outlook is good."

Wine in 2025: key trends to shape the global industry *from www.thedrinksbusiness.com*

As we look ahead to wine in 2025, the industry is undergoing a transformation driven by shifting consumer preferences, climate challenges, and generational tastes. From low-alcohol wines to experiential offerings, here are the trends that will define the year ahead, based on insights from the AF&CO + Carbonate Trends Report 2025.

Chenin Blanc leads the charge in bright whites - White wines are poised for continued growth in 2025, outpacing reds globally. Beyond mainstays like Sauvignon Blanc and Pinot Grigio, under-the-radar varieties are gaining attention. Chenin Blanc is emerging as a standout, combining the crispness of Sauvignon Blanc with Chardonnay's complexity, making it both versatile and age-worthy. Innovative whites such as White Malbec from Argentina and White Pinot Noir from Oregon are also reshaping the category, offering fresh, unexpected options for adventurous drinkers.

Low-alcohol wines for wellness-conscious consumers - Health and wellness trends continue to influence the wine industry, with low-alcohol wines gaining momentum. Brands such as Duckhorn, Kendall Jackson, and Kim Crawford have introduced reduced-alcohol ranges to appeal to health-conscious consumers seeking moderation without sacrificing flavour.

Similarly, Chilean wine brand Casillero del Diablo, owned Concha y Toro, has launched its first alcohol-free wine in the UK market with the introduction of a de-alcoholised sparkling wine.

Alternative formats and sweet wines - Cans, magnums, and other packaging formats are resonating with younger consumers prioritising convenience and sustainability. Additionally, sweeter wines with lower alcohol are successfully drawing in new drinkers. Inspired by global flavour

trends, these approachable wines tap into the popularity of sweet and spicy combinations, broadening wine's appeal to diverse audiences.

Experience-driven consumption – Wineries are moving beyond traditional tastings to create immersive, memorable experiences. Younger generations, particularly Gen Z and Millennials, are drawn to events where wine is part of a larger narrative. From art installations to retro-inspired social hours, wineries like Bella Union in Napa Valley are aiming to engage younger consumers through unique on-site tasting spaces, and features like outdoors after hours bars.

Sustainability and adaptation - Sustainability remains a critical focus as climate change impacts vineyard management and consumer priorities. The shift towards resilient grape varieties, such as Chenin Blanc, reflects efforts to adapt to changing growing conditions. At the same time, eco-friendly packaging and practices are increasingly integral to marketing strategies aimed at environmentally conscious consumers.

Screwcaps

Screwcaps are still very welcome, please bring these along to any Club meeting and leave them with Anne, remembering that the cause that benefits from this collection is Kidney Kids NZ and their families.

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