

# Programme

Current as at 14 January 2010

## Venue locations

TSB Bank Arena – Queen's Wharf, Jervois Quay  
Pinot Noir Marquee – Odilins Plaza, Wellington Waterfront  
Lambton Room, Intercontinental Hotel – 2 Grey Street  
Te Papa – Cable Street

## Monday 1 February

**2:00pm–6:00pm** (TSB Bank Arena)  
REGISTRATION

**6:30pm–7:15pm** (Te Papa)

KIA ORA – OFFICIAL WELCOME

A uniquely New Zealand welcome to our international and local guests. A stunning start to four days of celebration.

**7:15pm–late** (Pinot Noir Marquee)

THE NEW ZEALAND WINEMAKERS' PARTY

Start the evening off in style with a Pinot dominant New Zealand Sparkling Wine, then wet your tastebuds with a selection of New Zealand Riesling and Pinot Gris plus Pinot Noir from Marlborough and Nelson. Wellington's top restaurants will be on hand cooking delicious small dishes. Eat, drink and meet your fellow Pinot lovers. A casual but memorable evening.

## Tuesday 2 February

NEW ZEALAND REGIONALITY

**7:00am** (TSB Bank Arena)

REGISTRATION

**8:30am–10:00am** (TSB Bank Arena)

WELCOME TO PINOT NOIR 2010

KEYNOTE 1: FOR THE LOVE OF NEW ZEALAND PINOT NOIR

Our official programme kicks off with a look at New Zealand's creative successes and the opportunities these present for our Kiwi winemakers. This keynote session includes a presentation by one of New Zealand's most innovative thinkers, Saatchi & Saatchi's Global CEO, Kevin Roberts, as well as an international perspective of New Zealand Pinot Noir from two passionate lovers of Pinot.

Chair: Alastair Maling MW

Keynote: Kevin Roberts

Speakers: Matthew Jukes, Nick Stock

**10:00am–10:45am** (TSB Bank Arena)

MORNING COFFEE

**10:45am–12:15pm** (TSB Bank Arena)

FORMAL TASTING 1: OUR NEW ZEALAND PINOT NOIR REGIONS

In the first of our formal tastings we look at regional expressions of Pinot Noir from the 2007 vintage. This vintage is regarded by many as being the very best and will provide a real perspective on the diversity of expression from our premier Pinot Noir regions.

Chair: Patrick Materman

Panel: Olly Masters (Wairarapa/Martinborough),

Tim Finn (Nelson), Brian Bicknell (Marlborough),

Lynnette Hudson (Canterbury/Waipara),

Blair Walter (Central Otago)

**12:15pm–1:45pm** (Pinot Noir Marquee)

THE MAYOR'S LUNCH

The Mayor of our capital city, Wellington, hosts a lunch showcasing fresh produce from land and sea. Catering supreme Ruth Pretty has created a menu to match a selection of New Zealand's very best Aromatic wines and Pinot Noir from Martinborough and Canterbury. Be warned – you still have an afternoon's tasting ahead!

**2:15pm–3:45pm** (TSB Bank Arena)

FORMAL TASTING 2: NEW ZEALAND PINOT NOIR – SEVEN YEARS ON

Using the theme of regionality, this will be a much smaller but very special tasting focusing on expressions of New Zealand Pinot Noir at peak maturity. We have selected several rare wines from the very good 2003 vintage to illustrate this fascinating theme. A tasting that is unlikely to be repeated – ever.

Chair: Blair Walter

Panel: Leslie Sbrocco, James Halliday, Matthew Jukes,

Bob Campbell MW

**3:45pm–4:15pm** (TSB Bank Arena)

AFTERNOON COFFEE

**4:15pm–5:45pm** (TSB Bank Arena)

DELEGATE TASTING 1: NEW ZEALAND PINOT NOIR MATURING GRACEFULLY

Continuing with our ageability theme, a walk-around tasting with New Zealand's top producers showcasing a classic pre 2007 Pinot from their cellar. This is a unique opportunity to taste New Zealand Pinot Noir with age.

**6:00pm–8:00pm** (Pinot Noir Marquee)

A TASTE OF AOTEAROA

Join us for a distinctly New Zealand cocktail party. Catch up with colleagues, make new friends, and taste an eclectic range of New Zealand Sauvignon Blanc and Chardonnay and of course, Pinot Noir from Central Otago with tastes of a New Zealand flavour created by Ruth Pretty. Then explore Wellington's renowned restaurants for a late dinner and enjoy an evening in the city.

## Wednesday 3 February

SENSE AND SUSTAINABILITY

**8:00am** (TSB Bank Arena)

REGISTRATION

**8:30am–10:45am** (TSB Bank Arena)

KEYNOTE 2: SUSTAINABILITY – NEW ZEALAND'S POSITION IN A GLOBAL INDUSTRY

Sustainability is the hottest topic in the wine industry and is the theme for our second day. This session, led by three challenging speakers, delves into the issues of sustainability from a New Zealand and global perspective.

Sustainability, Organics, Bio-dynamics – The way of the future?

A marketing tool? Commonsense or just a luxury? Our speakers will explore and explain these complex concepts from a production and sales perspective, what it means within the wine industry, the role of media in our branding and some Pinot success stories.

Chair: Clive Weston

Speakers: Steve Smith MW, Jamie Goode, Doug Bell

Panel: Nick Mills, Max Allen, Andrew Jefford

**10:45am–11:30am** (TSB Bank Arena)

MORNING COFFEE

**11:30am–1:00pm** (TSB Bank Arena)

FORMAL TASTING 3: SUSTAINABLE PRACTICES AND WINE CHARACTER

An intriguing and somewhat challenging formal tasting in which we explore if there is any character thread which relates to various technical and philosophical methods of sustainable wine production. A selection of Pinot Noirs created from a variety of sustainable viticultural practices to confirm, confuse or clarify your current thinking.

Chair: John Belsham

Panel: Ted Lemon, Max Allen, Tim Atkin MW,

Steve Smith MW, Andrew Jefford

**1:00pm–4:00pm** (Various Wellington Restaurants)

THE GREAT LONG LUNCH

This can hardly be called a symposium session, but it's probably where a good part of the discussion, debate and banter will happen, one-to-one, over a long lunch. Wellington's leading restaurants and local celebrities will host guests alongside some remarkable New Zealand Riesling, Chardonnay and 2007 vintage Pinot Noir, whose winemakers will be in attendance.

**4:30pm–6:30pm** (TSB Bank Arena)

THE GRAND PINOT PUBLIC TASTING:

100 GREAT NEW ZEALAND PINOT NOIR PRODUCERS

A session with more than 100 of New Zealand's leading Pinot Noir producers presenting a selection of their wines for all to taste. An exclusive opportunity to sample a great selection from throughout the country. Club Bollinger will serve chilled champagne to keep your palate fresh.

## Thursday 4 February

INTERNATIONAL

**8:00am** (TSB Bank Arena)

REGISTRATION

**8:30am–9:45am** (TSB Bank Arena)

KEYNOTE 3: NEW ZEALAND BRANDING IN THE INTERNATIONAL MARKETPLACE

Setting the scene for our final day together, we focus on New Zealand's position in the international marketplace from a branding perspective. Leading the session is the founder of Icebreaker, a company that embraces vertical integration of an agricultural product. Patrick McGrath MW, Nigel Greening and Leslie Sbrocco will provide international view points on what they believe are the critical factors of branding in today's environment.

Chair: Tim Atkin MW

Keynote: Jeremy Moon

Speakers: Patrick McGrath MW, Nigel Greening,

Leslie Sbrocco

Thursday 4 February continued...

CONCURRENT SESSION

**10:00am–10:45am**

1. THE PINOT NOIR SELLER (TSB Bank Arena)

OUR RECIPE FOR SUCCESS – GETTING THE EXPERTISE OUT THERE

Three of our experts will share what they believe are the critical factors in selling Pinot Noir in the international marketplace. We will be looking at the positioning and differentiation of our Pinot Noir, our acclaim as Pinot Noir producers and how this all fits within our iconic and respected 'New Zealand' brand.

Chair: Judy Finn

Speakers: Simon Tam, Andrew Jefford, John Ferris

2. THE PINOT NOIR MAKER

(Lambton Room, Intercontinental Hotel)

WE SHARE OUR SECRETS WITH THE WORLD ON MAKING GREAT PINOT!

Why has New Zealand become acclaimed internationally as a Pinot Noir producer in less than 30 years? Three of our most respected and famous Pinot Noir producers share their strategies and philosophies with us.

Chair: Alastair Maling MW

Speakers: Lynnette Hudson, Helen Masters

**10:45am–11:30am** (TSB Bank Arena)

MORNING COFFEE

**11:30am–1:15pm** (TSB Bank Arena)

FORMAL TASTING 4: THE GREAT PINOT NOIRS OF THE WORLD

To follow the theme of the day and also the theme illustrated at Pinot Noir 2007, we will have a tasting of benchmark international Pinot Noirs alongside the very best of New Zealand. This grand finale tasting will leave an indelible impression on delegates' minds (and palates) of the quality, character and place that New Zealand Pinot Noir has carved out in the vinous world.

Chair: Larry McKenna

Panel: Bob Campbell MW, Evan Goldstein MS, Nick Stock, Neal Martin, Matthew Jukes, Oz Clarke

**1:15pm–1:30pm** (TSB Bank Arena)

CONFERENCE CLOSE

**1:30pm–2:00pm** (TSB Bank Arena)

A GRAZING LUNCH

New Zealanders love picnics. Ruth Pretty has created summy picnic lunches for you to enjoy outside while walking Wellington's waterfront, watching the seagulls, the rowers and the ferries at work in the harbour. Wander back in time to taste more than 100 Pinots.

**2:00pm–5:00pm** (TSB Bank Arena)

DELEGATE TASTING 2 AND TRADE TASTING 1:

100 GREAT NEW ZEALAND PINOT NOIR PRODUCERS

A chance to have a sampling of the wares of more than 100 of New Zealand's best Pinot Noir producers in our Tasting Hall.

**7:00pm–late** (Pinot Noir Marquee)

THE PINOT NOIR 2010 GALA DINNER

Four days of celebration culminate in the finale of the very best of New Zealand food and wine under our chef de cuisine Ruth Pretty. This promises to be a dining experience you will never forget. Seafood, Cervena® venison and summer fruit will be prepared by gifted chefs and served alongside the very best of New Zealand cool climate white wines and Pinot Noir. Put on your glad rags for a night of glamour and pizzazz topped off by stellar Kiwi entertainment.



Pinot Noir  
NEW ZEALAND | 2010

## Symposia

SATURDAY 30 JANUARY:

HAWKE'S BAY SYRAH SYMPOSIUM

Be part of the second New Zealand Syrah Symposium in Hawke's Bay, to examine, taste and determine what makes great international Syrah. [www.syrahsymposium.co.nz](http://www.syrahsymposium.co.nz)

SATURDAY 6 FEBRUARY:

NELSON AROMATICS SYMPOSIUM

Nelson Aromatics Symposium 2010 promises to be a memorable occasion. Flowing on from Pinot Noir 2010 in Wellington, the symposium will once again be held in the tiny village of Upper Moutere in the heart of Nelson's picturesque Moutere Hills wine country. [www.wineart.co.nz/symposium.htm](http://www.wineart.co.nz/symposium.htm)