



Inform. Inspire. Connect.

# EMBRACING CHANGE & SUSTAINING GROWTH

28 August 2025



The New Zealand Winegrowers Wine Business Forum 2025 is the must-attend event for anyone involved in the business of wine to more deeply understand the fast-changing landscape of the global wine industry and how to adapt to sustain future growth. As New Zealand Winegrowers celebrates 30 years since the inception of its Sustainable Winegrowing New Zealand programme, this year's forum will also explore topics on sustainability and its importance to wine business. With world-class speakers and thought-provoking discussions, attendees will gain invaluable insights into the strategies and innovations shaping the future of New Zealand wine.

## Why Attend?

- Gain cutting-edge insights from leading international and local speakers.
- Understand new strategies to future-proof wine marketing and sales.
- Explore how sustainability considerations can be a key driver for growth and global trade access.
- Be inspired by inspirational brand and category successes and innovative approaches to sustaining industry growth.
- Have the opportunity to be inspired, learn and connect with fellow industry members.
- Experience Te Pae, New Zealand's newest convention centre where their commitment to sustainability is at the heart of everything they do.

## Who Should Attend?

This event is designed for decision-makers including vineyard owners, winery owners, marketers, sales managers, exporters, winemakers, viticulturists and all those who are looking to stay ahead in the competitive global market and help drive the long-term sustainable success of New Zealand wine.

## Topics

- **The Changing World of Wine**  
Embrace a changing environment and develop your business strategically through innovation in a new beverage world.
- **Connecting With Gen Z – What Drives Our Future Wine Drinkers?**  
How can the wine industry adapt to changing consumer preferences and engage the next generation of wine drinkers?
- **Falling Sales and Growing Challenges – Rising to the Occasion**  
Identify new and innovative ways to capture consumer attention and drive sales in an evolving market landscape.
- **Wine in the Digital World – The DTC Opportunity**  
The biggest profit per bottle lever in the Wine Trade for the last 30 years.
- **The Power of Data – AI is the Future**  
400 million terabytes of data are created each day. How can AI help you find “the gold nuggets” and provide a competitive advantage?
- **Sustainability – Do Consumers and Retailers Really Care?**  
Learn about converting sustainable practices into a powerful selling point for New Zealand wine to consumers and retailers worldwide.
- **New Zealand's Future**  
How our green reputation on the global stage stacks up in our key export markets - what do our markets of the future look like?
- **Tasting Climate Change – Thriving in a Sustainable World from Vineyard to Glass**  
How climate change affects the wine world and how New Zealand is tracking to identify sustainable solutions.