



# Great Wine Capitals

GLOBAL NETWORK | A WORLD OF EXCELLENCE

HAWKE'S BAY  NEW ZEALAND

## Key Messaging

1. Hawke's Bay is the newest Great Wine Capital of the World (until end of 2023)
2. Hawke's Bay, officially a Great Wine Capital of the World
3. Hawke's Bay, New Zealand's Great Wine Capital
4. One of just 12 Great Wine Capitals of the World
5. Hawke's Bay is officially one of the world's foremost destinations for wine tourism
6. Hawke's Bay's application to join the Great Wine Capital's Global Network was unanimously accepted based on the quality of the wines and their international recognition, as well as the region's commitment to excellence in sustainable viticulture and wine education, production and tourism
7. Admission to the Great Wine Capitals Global Network is expected to benefit the wine and tourism industries, employment, trade, education and knowledge transfer.
8. The bid was supported by Hawke's Bay Tourism, Hawke's Bay Winegrowers, Hastings District Council, Napier City Council, Hawke's Bay Airport and EIT / Te Pūkenga.



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# Elevator Pitch

“Hawke’s Bay is officially a Great Wine Capital of the World after being accepted into an elite alliance of just 11 other Capitals across the globe.

“The Great Wine Capitals Global Network sees Hawke’s Bay recognised alongside Bordeaux, Napa Valley, Mendoza, South Australia and more, as one of the world’s foremost destinations for wine tourism.

“Admission to the network is expected to benefit the wine and tourism industries, employment, trade and education.”