



## Organic Brand of the Year Nominee

### **Wrights Vineyard & Winery**

Briefly outline your contribution to the organic sector in the past year through initiatives you were involved with;

Millennials are starting to have a real impact on products. They are savvy. They seek out products that align with their ethical and environmental ideals. Demand products with provenance. In 2012, we launched the Natural Wine Co. The mandate for this wine was to be "the affordable, everyday, organic wine of choice". As Millennials are coming of age, so is the Natural Wine Co. Turning into the new Decade (2020), we are now the fastest moving Organic wine on Supermarket shelves. We are trusted, affordable and accessible. We align with the ethical and environmental values of millennials, who in turn are educating others. Our real impact (and ability to contribute) to the Organic Sector is our ability to connect and communicate with the average New Zealander. We have the ability to educate about Organics. There is no greater tool than knowledge. To drive consumer education in Organics, we have adopted a direct approach. We employ 5 wine ambassadors in Wellington, Christchurch and Auckland. During the power hours (key trading times at Supermarkets), our ambassadors are present in supermarkets re-telling the message of organics. For every Consumer we directly connect with, they will connect with 10 more and so on. Annually, we support 400 tastings in supermarkets throughout New Zealand. The message we convey is organics, biodiversity and plant powered (vegan). To help consumers relate to this message, we sponsor a charity with values aligned to ours. We have supported Forest & Bird for many years' in their work to ensure there are natural ecosystems to support native wildlife. This has been (in the past) through sponsorship, but more recently in continuing to promote their message in our consumer education. Gisborne is the home of large-scale mass food production. Because of the significant, direct impact this has on our growing climate , we transferred our sponsorship to an organisation that can directly impact on our Community, Women's Native Tree Project (WNTP). At a visible local level, this group continues to plant natives and work towards restoring natural beauty and promoting healthy living environments. They are everyday New Zealanders, who care. To promote WNTP's work nationally, we include their logo on the back of every bottle of wine sold. For every bottle sold, we give back to the environment. Consumers connect to this message and understand how simple it can be for everyone to improve our living environment.

Briefly describe the changes these initiatives have brought about and why this matters to the Organic Sector here in New Zealand

Driving consumer knowledge has benefits from everyone involved in the sustainable chain from farm gate to plate. With a 45% increase in the sales of Organic, truly Sustainable wines and Vegan wines in New Zealand in 2019, the evidence is strong that the organic message is being taken up by the average New Zealander. Like a pebble in a pool, knowledge continues to flow from its source. By being boldly present in consumer's everyday shopping experiences, we are not only ambassadors for ourselves, but for every Organic Farmer in New Zealand. This is a significant and exciting opportunity for us all.