



Media Release - Hawke's Bay Wine Region joining GWCGN

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Hawke's Bay, New Zealand inducted into Great Wine Capitals Global Network

The Hawke's Bay wine region, supported by the twin cities of Napier and Hastings, located on the stunning east coast of New Zealand's North Island, has recently been welcomed into the esteemed Great Wine Capitals Global Network, joining other top wine regions such as Bordeaux, Cape Town, and San Francisco-Napa Valley. The region is renowned for producing exceptional wines, with over 80 vineyards and wineries crafting award-winning varieties such as Chardonnay, Cabernet Sauvignon, Syrah, and Merlot.

Joining the Great Wine Capitals Global Network is a significant milestone for the Hawke's Bay wine region. It will undoubtedly elevate the region's profile and reputation as a premium wine-producing area, attracting even more visitors to its exceptional wines, stunning landscapes, and vibrant culture.

Hawke's Bay has a rich history of winemaking dating back to the 1850s and has recently been hit by severe flooding, causing significant damage to its infrastructure, homes, and businesses, including some vineyards and wineries. Despite these challenges, the region is on the path to recovery and continues to produce exceptional wines. Tourism is expected to play a crucial role in its recovery efforts.

"After many fruitful exchanges between Hawke's Bay and Great Wine Capitals representatives over the last months, I am delighted that our partnership can succeed with integrating a New Zealand member in our network. The quality of the wines from this region, their international recognition, and the destination's commitment to sustainable tourism perfectly align with our values and fully justify its membership," said Catherine Leparmentier, Managing Director, GWC.

Aside from its world-class wines, Hawke's Bay boasts delicious cuisine, and a thriving arts and culture scene. Visitors to the area can enjoy an array of activities such as wine tastings, vineyard tours, cycling, hiking, and scenic drives.

Hawke's Bay Tourism Chief Executive Hamish Saxton said: "Hawke's Bay's inclusion as one of just 12 Great Wine Capitals of the world is of regional and national significance. This achievement gives Hawke's Bay, Food and Wine Country, a unique positioning in New Zealand and the world. The climate, unique soils, the variety of grapes, the awards and the innovation of so many talented individuals, have come together to deliver an accolade the region wholeheartedly deserves. It is a true legacy for the region and will continue to deliver benefits to industry, education, business and tourism for the years to come."

The induction of Hawke's Bay into the Great Wine Capitals Global Network is an exceptional achievement, highlighting the region's commitment to producing exceptional wines and sustainable tourism.

"As President of GWC, I am delighted that Hawke's Bay is joining our network. The arrival of this beautiful region of New Zealand will further enhance our network's image of quality and excellence and open up new areas of cooperation, both in the field of wine tourism and innovation," said Mariana Juri.

About Great Wine Capitals

Established in 1999 as a community of global cities sharing a common economic and cultural asset - their connection to internationally renowned wine regions - the Great Wine Capitals Global Network brings diverse global capitals of wine together under a shared brand.

The Great Wine Capitals Global Network exists to link cities connected to great wine regions to sustain the health and prosperity of their wine-related industries, communities and tourism.

The Network facilitates the sharing of knowledge, ideas & experience; stimulates business, innovation, friendships; and is a means to collaborate on challenges & opportunities.

The Network currently consists of 12 world renowned wine regions from the northern and southern hemispheres, spanning the old and new worlds of wine including: Adelaide, South Australia; Bilbao-Rioja, Spain; Bordeaux, France; Cape Town-Cape Winelands, South Africa; Hawke's Bay, New Zealand, Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile and Verona, Italy.

For more information about the GWC Global Network's involvement in upcoming events, visit www.greatwinecapitals.com. Also follow them on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) and subscribe to their [YouTube](#) channel.

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