

# **GLOBAL TRENDS AND THE BRANDING OF NEW ZEALAND WINE**

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## *Abstract*

The New Zealand wine industry is currently undergoing a rapid growth which is largely be driven by the expansion of its export markets. In the last decade New Zealand wine brands have enjoyed considerable success in most exports markets with distinctive positioning under the umbrella brand “New Zealand wine” which has lead to achieving average price premiums of 10-20% over other wines from other countries in most markets. However with the dramatic increases in exports that are being forecast the question arises about the type of strategy that is needed to sustain this success. One of the critical aspects of the strategy is to develop a coordinated branding strategy that retains very favourable the national identity of “the riches of the green land” but also allows for regional identities as well as the different wine companies identities.

In this paper we focus on the future branding of New Zealand Wine. In the first half of the paper we provide a brief overview of the New Zealand industry and discuss the global trends it is facing. In the second half of the paper we focus on the branding of New Zealand Wine. We first discuss the role of branding and develop a conceptual framework that focuses on the role the umbrella brand “New Zealand Wine” plays in creating value. We next discuss the issues and challenges facing the industry in managing the “New Zealand Wine” brand and finally develop an agenda for research.