



Great Wine Capitals

GLOBAL NETWORK

A WORLD OF EXCELLENCE

HAWKE'S BAY  NEW ZEALAND

Key Messaging

1. Hawke's Bay, is officially a Great Wine Capital of the World
2. Hawke's Bay, is New Zealand's Great Wine Capital
3. One of just 11 Great Wine Capitals of the World
4. Hawke's Bay is officially one of the world's foremost destinations for wine tourism based on the quality of our wines, as well as the region's commitment to excellence in wine tourism, education and production.
5. Hawke's Bay is a member of the Great Wine Capitals Global Network, standing alongside Bordeaux, Napa Valley, Adelaide, Mendoza, Valparaíso - Casablanca Valley, Bilbao- Rioja, Lausanne, Mainz – Rheinhessen, Porto and Verona.



Great Wine Capitals

GLOBAL NETWORK

A WORLD OF EXCELLENCE

HAWKE'S BAY  NEW ZEALAND

Elevator Pitch

“Hawke’s Bay is officially a Great Wine Capital of the world, standing alongside an elite alliance of just 11 Capitals across the globe.

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