



# NEW ZEALAND WINE

PURE DISCOVERY

18 August 2015

Memo to: All Wineries  
From: Philip Gregan  
Re: NZW / DELOITTE WINERY FINANCIAL BENCHMARKING SURVEY

NZ Winegrowers are once again pleased to be partnering with Deloitte to conduct the Vintage 2015 financial benchmarking survey of winery profitability. Following the successful publication of earlier surveys, I personally believe the results have been indicative of the trends experienced in the industry. Therefore I strongly encourage all wineries to participate so we can get an up to date understanding of how the industry is performing.

Please find attached to this memo the Survey template with instructions included on how to complete it. Confidentiality of information remains of utmost importance and we can assure you that all information provided will be anonymised and treated with the strictest confidence by Deloitte.

Deloitte have agreed to have their analysis and results ready for distribution in November and therefore require a quick turnaround of the completed survey forms. Accordingly they have requested survey forms to be returned to Deloitte by 9am **Friday 18 September 2015**. The information being requested relates to 2014/2015 financial year, which we are sure will now be available. Copies of the Survey templates and previous Benchmarking Survey Reports are also available from <http://www.deloitte.com/nz/wine>.

Please do not just delete this email but take the time to either complete the survey as soon as possible or **forward it to the person responsible** for your businesses financial information. We urge as many wineries as possible to participate in this Survey as we see a lot of value in the results, both in providing an analysis of performance for individual wineries and also to assist us in industry lobbying efforts. The greater the number of participants, the more representative the results.

**In addition, there is no cost associated with the Survey.** All wineries who participate in the Survey will receive the full report on the Survey at no cost. Deloitte has again agreed to provide all participating wineries with a separate report comparing their wineries own financial numbers with the numbers reported for their respective survey category.

If there are any questions concerning the Survey, how to complete it, or for any other assistance please contact Anteni Schalken, Deloitte, Private Bag 115033, Auckland 1140, phone 09 306 4441 or email [aschalken@deloitte.co.nz](mailto:aschalken@deloitte.co.nz). Anteni and the team will also be available for any wineries who require assistance in completing the survey.

If you have any questions concerning the above, please contact me at your convenience, phone 09 306 5555 or email [philip@nzwine.com](mailto:philip@nzwine.com).

Philip Gregan  
CHIEF EXECUTIVE OFFICER