



According to Simon Marton, Foster's Wine Category General Manager, the "growth in the popularity in Sauvignon Blanc commenced in the late 1990's, but the real explosion has happened in the last couple of years."

Why its enormous popularity? There are several reasons.

- Wine drinkers were tired of Chardonnay, or were at least were 'convinced' they were. The industry tried to talk them into Riesling [with some support], the consumer flirted with unwooded chardonnay, but then settled on Sauvignon Blanc or blends with Sauvignon Blanc as a component.
- New Zealand Sauvignon Blanc production levels increased so that there was suddenly more to sell to their nearest neighbour. What came first, more wine or the increased demand.
- The wine drinker was looking for something with lots of flavour, yet wanted it to be fresh, crisp and refreshing.
- Sauvignon Blanc became the trendy thing to drink.
- It was a white wine, which lent itself to the burgeoning restaurant 'wine by the glass' movement and encouraged consumption during the lunch meal.

Of course, Australia also makes some sensational Sauvignon Blancs. Key Australian regions for the variety are the Adelaide Hills, Yarra Valley and Margaret River. Highly recommended products include Matua Valley Marlborough, Lindemans Bin 95, Rosemount Diamond Label, Wolf Blass Yellow Label and Secret Stone.

Sauvignon Blanc- What a Success Story!

Why don't we start by stating the obvious.....Sauvignon Blanc is extremely popular! Sales of Sauvignon Blanc in Australia are growing by more than 40 percent per year, with no obvious signs of a slow down. Much of this growth has been fuelled by New Zealand Sauvignon Blanc, which has now well and truly established itself as the benchmark for the variety. Interestingly, Sauvignon Blanc is a relatively new variety in New Zealand. In 1974, Ross Spence returned from studying and working in the US, including a stint with Robert Mondavi making Fume Blanc and he planted 14 different varieties on his vineyard near Auckland. Together with brother Bill, Ross decided that the Sauvignon Blanc was the most promising and thus planted more on the countries' South Island at a relatively unknown wine region called Marlborough. Neighbouring wine company Cloudy Bay also planted the variety and their subsequent marketing introduced the variety to the wine drinking world.

Sauvignon Blanc is a richly flavoured, highly aromatic wine. Typically it displays lifted tropical fruit, snow pea, herbaceous or citrus flavours and has a lovely crisp dry, slightly acidic finish. It is generally unwooded and best drunk young and fresh.



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