

## Concept 'Tour D'Vine'

It is proposed that Showdown will commence a road show touring the country filming wineries in every region that want to be involved. This footage will be edited in two separate ways for very different uses.

### 01 Winery Overview

### 02 Tasting Notes

Once the DVD's are produced, a copy of each winery DVD will be sent to China and watched by a selection of distributors. These distributors will then decide to either purchase immediately, request further information or travel here to visit the wineries they wish to represent.

In addition to a direct opportunity to sell your wines into the Chinese market and other international locations, a series of other initiatives will be created to build a global awareness of your product and make the sales process easier for people exposed to enormous competition.

## Tasting Notes & NZ Style Food Matching

www.tastingnotesnz.com, which showcases individual tasting notes of wines that have been filmed. This allows the winery, their distributors, retail stores and the general public to enter the site, input the last 6 digits of the barcode number and the video will play. This represents a truly unique sales opportunity for the New Zealand wine industry

## What is New Zealand's Wine Style? by Darren Bird

Inspiration, creativity, sensory engagement, innovation all words that describe the nature of the wine industry in New Zealand, capturing the Essence of the people, the food, the music that brings together a charm and elegance that only New Zealand delivers. Bring a foreigner to our shores, introduce them to our lifestyle and you have a friend for life, our wine is a style of its own, created by lovers of life with a passion to share their story with the world. Or not

My two words for New Zealand Wine Style "Natural Inspiration"

## Who Is Midwest Agencies Ltd:

Midwest Agencies Ltd was established in 1987 by Darren Bird; Darren is seen as an entrepreneur to a wide range of people in Business Development, Innovation and Essential Organizational Skills. He is known for his passion for empowering and motivating people, and giving them the confidence to add value to their organisations through developing their skills and enhancing their effectiveness as an innovated, results driven leader

Midwest Agencies Ltd recently returned back to New Zealand after many years abroad, we are a New Zealand Company owned and operated

### Areas of expertise in:

- Customer Relations
- International Operations
- Manufacturing
- Product Marketing & Brand Developer
- Operational & Strategic Planning
- Supply Chain Management
- Sales & Business Development
- Worldwide Distribution
- Creative Designer/Inventor
- NZ Owned & Operated

Midwest Agencies Ltd will seek to build on the past achievements on both the National and International Wine markets. The strategic direction of Midwest Agencies Ltd is based on existing relationships in Asia, USA and potential interest internationally

Midwest Agencies Ltd has a 10 year established Business Partner Relationship located in Ningbo China. This relationship connects Asia with New Zealand on a cultural and respect level of our business. Our Ningbo partner has earmarked 12 new franchise Wine Store locations for construction in Beijing, Shanghai, Shenzhen and Ningbo for completion 2010, they currently purchase 60% of their wines from France, Midwest Agencies Ltd have been commissioned to negotiate 20% of their selection from New Zealand.

Midwest and our Ningbo Partner will promote, negotiate and manage other interests throughout China as representatives for our New Zealand clients going forward.

## Our Opportunities:

The Asian Market: Hong Kong presents a unique marketplace for winemakers. With zero tax environment recently created for the wine market and a range of positive initiatives being implemented by Hong Kong Trade Development Council, the market is evolving into a world hub for wine.

In 2007, the Asian market (excluding Japan) was forecast to grow at an extraordinary 10 to 20 per cent per annum over the coming five years, which equates to a consumption value of US\$17 billion by 2012, estimated to rise to \$27 billion by 2017. China is named as the top consumer among these Asian countries.


Midwest see the opportunity to develop strong relationships in Asia with our innovative exciting marketing, existing relationships and hard work, the scope for growth is enormous, but first we have to deliver on our promise of International high quality wines from our pristine shores, we have many unique wineries in New Zealand which are appealing to private collectors, retail opportunities, restaurants and hotels in Asia, now is the time to act.

Midwest Agencies Ltd aims to represent, promote, research the National and International interests of the New Zealand Wine Industry, join us on our journey

## Planned Marketing Travel:

Will include future travel to China & USA during the next 12 months

For more information, meet with the team, contact us now



Selling wine in a global market is challenging and the opportunities to do so are rare. Midwest Agencies Ltd, an International Trading Company has established a wine distribution network into emerging markets that are being offered to the smaller boutique wine producers of New Zealand.

Using a well established relationship (in excess of twelve years) with a Chinese businessman and distributor, Midwest Agencies has created an opportunity to showcase New Zealand wines in a heavily "French" orientated wine market. Initial investigations are extremely positive with a good reception to the unique taste of New Zealand wine.

Through thorough research, Midwest Agencies have referenced certain buying characteristics of the Chinese with regards to wine and what they are wanting to see. They like to see the relationship between earth, sky sea and water and the effect that these elements have on the wine that is produced. Trying to capture this essence is difficult on the back of a wine bottle so an idea was created to have a DVD playing on a large LCD in a wine store within China was a very good way to demonstrate the passion that is involved in producing NZ wine.

Midwest Agencies Ltd, together with Showdown Commercial a team of experts in TV Wine Production of NZ, have embarked on a TV tutorial revolutionizing our sales proposition, by capturing the Essence of New Zealand Wineries on film, and producing a polished personalized business card of each winery in NZ for the export market, tasting notes, styles, food matching, cultural influences, grape growing regions, wine makers and the wine people who work our beautiful landscapes of New Zealand to create top quality International wines.

#### **Midwest Agencies Ltd (NZ)**

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#### **Timeframe:**

The "Tour D'Vine" will commence in November 2009 and run till Jan 2010. This will capture all the interviews, tasting notes and any other shots of the winery that can be filmed.



## **Going Somewhere?**