

# WELLINGTON DEVELOPING A TASTE FOR OUR REGION.

Grow Wellington recently commissioned research to identify a vision for the development of the greater Wellington region as a fine food and beverage destination.

This research shows we are well underway to establishing a unique identity associated with premium, indulgent, sophisticated food and beverages.

We now need to strengthen and build on this identity and to grow exports in these sectors.

Grow Wellington's role is to support, facilitate and inspire you to achieve this vision together.

We have developed a 5-year roadmap to achieve this goal.

## WHAT'S OUR POINT OF DIFFERENCE IN THE FOOD & BEVERAGE MARKET?

This region is clearly developing a reputation for producing premium products and sophisticated cuisine.

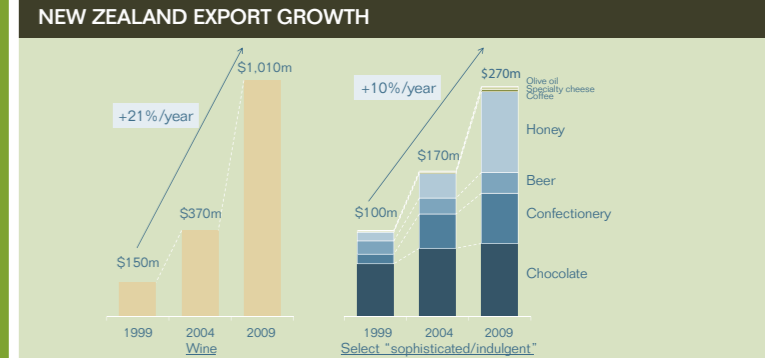
We have already differentiated ourselves by the very nature of these products – we offer both traditional commodities, (meat and cheese) as well as indulgent, luxury products (fine wines and beverages, chocolate, confectionery, olive oil, honey, coffee to name a few).

To grow our industry we now need to focus on growing our exports of premium products. These are the products that differentiate our region and make us unique.

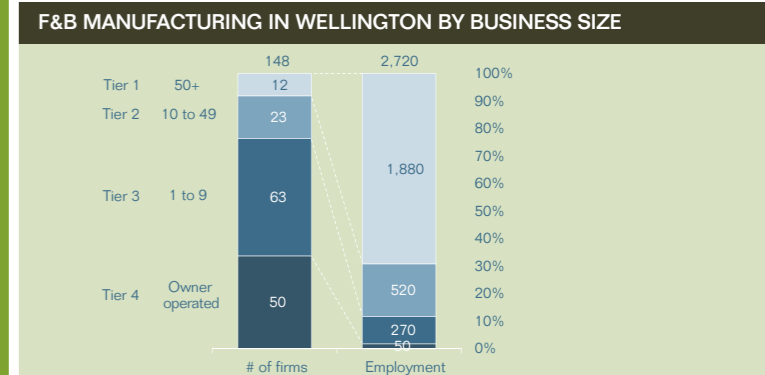
This region has approximately 150 companies in the business of manufacturing food and beverage products. Yet only 12 of these companies are large (employing more than 50 people), while the vast majority are small (employing nine or less), or owner operated.

## OVER THE NEXT FIVE YEARS GROW WELLINGTON WILL ASSIST BUSINESSES TO GROW, WITH THE POTENTIAL TO CREATE HUNDREDS OF NEW JOBS.

Exports of the products we make are growing fast



We need to grow our small/medium businesses into larger ones



### THE VISION

- widespread understanding and acceptance of greater Wellington as an up and coming food producing region;
- a vibrant and cohesive network of businesses – we need to develop strong alliances;
- recognition as New Zealand's centre of sophisticated and indulgent products.

### HOW DO WE GET THERE?

#### YEAR 1

- convene leadership groups by sector, e.g. wine, olive oil, chocolate, meat, cheese.

#### YEAR 2

- develop cross sector groups and initiatives, e.g. opportunities to leverage off each other.

#### YEAR 3

- establish a regional food and beverage group
- develop regional food and beverage awards
- establish alliances with other regional food and beverage groups, both in New Zealand and offshore.

#### YEAR 4

- establish regional food and beverage brand and logo with membership base.

#### YEAR 5

- initiate regional brand promotions, (events, materials, point of sale, advertising etc) through outlets and distributors in New Zealand and internationally.

**OUR INTERVIEWS SHOWED  
THAT LOCAL PRODUCERS,  
MANUFACTURERS,  
RESTAURATEURS, BARISTAS  
AND MORE, WOULD LIKE TO:**

- COMMUNICATE MORE WITH EACH OTHER
- JOIN UP NETWORKS AND SHARE KNOWLEDGE
- BE PART OF SPECIALIST CLUSTERS
- HAVE A BUSINESS DIRECTORY
- SHARE INFORMATION ABOUT PITFALLS AND HOT-TIPS
- HAVE HELP TO GAIN SKILLS
- START SOME REGIONAL AWARDS AND SHOW OFF SUCCESS
- INCREASE CAPABILITY
- EXPORT
- HAVE SUPPORT TO HOLD MINI REGIONAL SPECIALIST FESTIVALS (CHOCOLATE, COFFEE OR CHEESE FESTIVALS)



**RUTH PRETTY, CATERER & CHEF, KAPITI**

“People across Wellington region clearly have a desire for new and exciting flavours and the artisans creating unique products strive to deliver. Because we are small, I believe it’s important to keep celebrating and encouraging each other. Our small creative industries are part of what makes us different to other regions.”

**RACHEL TAULELEI & MARTIN BOSLEY, CITY MARKET**

Wellington’s City Market was created, and is championed by, award-winning chef Martin Bosley and Rachel Taulelei of local food company, Yellow Brick Road and they feel the market is successful because:

“It is a space for Wellingtonians and visitors to meet people behind the brands. It’s an opportunity for food enthusiasts to choose products produced within the region and it creates an even more vibrant regional economy.

Co-operating to compete is a powerful tool that we see demonstrated on a weekly basis at the City Market.”

**SIMON GATENBY, CHIEF EXECUTIVE, TAYLOR PRESTON**

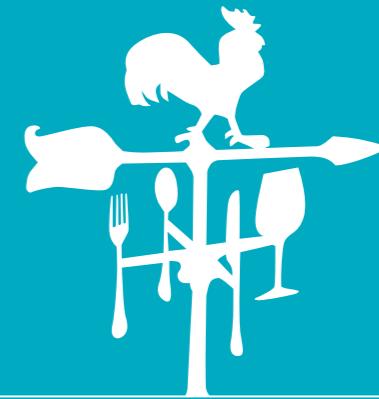
Taylor Preston exports high quality meats to more than 60 countries worldwide as well as providing the local market. It is one of New Zealand’s largest privately owned meat processing plants.

“The export infrastructure that exists in Wellington – port and rail links in particular, provide important cost benefits to the region’s food and wine exporters. Continued export growth is vital to our region.

“As a food exporting nation in a world short of food, the scale of our food and wine businesses need the export markets to continue to thrive and develop so that our region can enjoy the benefits of world class raw materials and ingredients.”



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**DEVELOPING A TASTE  
FOR THE  
WELLINGTON REGION**

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