

**DRAFT MEDIA RELEASE**

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**AIR NEW ZEALAND SCORES A HAT-TRICK AT THE  
CELLARS IN THE SKY WINE AWARDS 2007**

For the third year in a row, Air New Zealand has walked away with the prestigious trophy for Best Business Class Red Wine for the Martinborough Pinot Noir 2005 at the 2007 Cellars in the Sky awards announced in London overnight.

And for the first time, the judges also gave the airline a special award 'Most Informative Wine List' for the detailed in-flight wine booklet it produces for each new wine cycle.

Scott Carr, Air New Zealand's European General Manager accepted the awards at the presentation in London and said it was a great tribute for New Zealand wines.

"We are absolutely delighted to score a hat-trick winning the Best Business Class Red Wine for the last three years with some stunning Pinot Noirs each time. Winning once was fantastic, winning twice outstanding and to win three times not only shows how far New Zealand wines have come on the world stage but is also a great accolade for Air New Zealand's commitment to showcasing the best of kiwi wines to the millions of customers we fly to and from the country each year."

Air New Zealand was also awarded joint third place in the Best Business Class White Wine for Fromm La Strada Dry Reisling 2005 and joint runner-up in the Best Business Class Cellar categories.

For over two decades *Business Traveller*, the premium magazine for business travellers, has organised the annual Cellars in the Sky Awards. Once again this year it teamed up with renowned magazine *Wine & Spirit*, organisers of the International Wine Challenge.

The awards are for the best airline wines served on long-haul flights in business class and first class and this year saw 26 airlines enter the competition. The winners were chosen after a two-day blind tasting organised by *Wine & Spirit* magazine and the International Wine Challenge.

The judges included Charles Metcalfe wine expert, author and co-chairman of the International Wine Challenge; Tim Atkin, Master of Wine (MW), wine

columnist for the *Observer*, author and co-chairman of the International Wine Challenge; Joanna Simon, author and wine columnist for the *Sunday Times* and Anthony Rose, wine columnist for *The Independent*.

Charles Metcalfe said: "This year's competition came up with some great individual winning wines, and showed that an increasing number of carriers have realised that a good wine offer is one of the important points of difference between them and their rivals."

Martinborough Pinot Noir 2006 was available as part of the wine selection on international long haul flights between July 2007 and January 2008.

ENDS

## **NOTES TO EDITOR**

1) Air New Zealand Cellars in the Sky Awards to date:

**2005:**

Best Business Class Red Wine - Pegasus Bay Pinot Noir 2002

**2006:**

Best Business Class Red Wine – Escarpment Martinborough Pinot Noir 2004

Best Business Class Wine Cellar

Most Original Business Class Wine Cellar

**2007:**

Best Business Class Red Wine – Martinborough Pinot Noir 2005

Most Informative Wine List

Joint Runner-Up Best Business Class Wine Cellar

Third Place in Business Class White Wine – Fromm La Strada Dry Reisling 2005

2) Air New Zealand's in-flight wine selection comes from all over the country to ensure a broad representation of styles. Twice a year, wine producers in New Zealand are asked to submit wines, which are evaluated in blind tastings by leading industry figures John Belsham (Foxes Island), Kate Radburn (CJ Pask Winery) and John Buck (Te Mata Estate), and consultant Jim Harre.