



*The Tourism Management Group, part of the School of Management, Victoria Business School
invites you to attend the following seminar:*

Metropolitan Wine Regions: *Terroir* or Tourism?

Presenter: Professor John Overton

School of Geography, Environment and Earth Sciences, Victoria University of Wellington

Wednesday 7 June, 12.30 – 1.30pm

**Boardroom, Level 12, Rutherford House
Pipitea Campus, Wellington**

Much attention in the wine industry is focused on the discourse or terroir: the idea that the environment (soils, climate, slope), as well as history and culture embedded in a place, imbue wine with distinctive and unique characteristics. Supposedly high quality wine comes from special places with desired environmental characteristics. We become convinced that wine encapsulates the 'essence of a place in a glass'. However, it is also apparent that wine – and much high priced wine – is produced in regions which happen to be in close proximity to large metropolitan centres (e.g. Waiheke island and Auckland; Martinborough and Wellington). This seminar explores the notion that such regions are influenced more by factors such as tourism, the cultivation of a parochial customer base, and labour supply than they are by terroir.

Presenter:

John Overton is a geographer who has conducted research on the wine industry in New Zealand, Chile and South Africa. He also teaches and conducts research in the field of Development Studies.

ALL WELCOME

Any queries please email: tourism@vuw.ac.nz