

# Telling The Story

New Zealand Food and  
Wine in China



New Zealand Food  
and Wine suffers  
from a lack of  
awareness in China



New Zealand is  
seen as pristine,  
remote, but not  
intentional or  
competitive.

In fact, nothing  
much is known  
about New  
Zealand beyond  
destination  
tourism



Tourism New Zealand  
has done a terrific  
job of marketing our  
biggest natural asset-  
our environment.  
Clean, green and  
pure  
So we have a great  
platform to work  
off



Great food  
and wine is a  
result of a  
good  
environment  
and “good  
practice”  
production- in  
other words,  
good people



So New Zealand's story is also that of farming- we are a nation of high integrity, heritage farmers who make good, clean food in a good, clean environment



Mussel farm



With a pure environment, great food safety standards and good farmers, New Zealand food and wine can be trusted



The Chinese public are wary of their own food chain

Every day, the Shanghai Daily and other major media run stories about bad food practice in China

New Zealand could be China's solution



**Officials investigate mercury-tainted fish**

**Zhang Xuanchen**

AUTHORITIES of east China are investigating mercury-tainted knife fish, an expensive but popular delicacy that recently hit the market, after a customer complained a seller added the lethal chemical to boost the weight and extend the shelf-life of the fish.

Authorities in Jiangyin City, Jiangsu Province, suspended the vendor's license as they investigate the local fish market, Modern Express reported yesterday. The tainted fish was imported from other areas in China and officials said they are tracking its source.

Officials said they haven't found other vendors selling tainted fish.

Knife fish are shaped like a short knife. With its soft bones and meat, it is considered a special product from the Yangtze River and often arrives at wet markets in spring. The price of the fish has remained high in recent years as stocks are depleting due to overfishing.

The fish was priced around 2,100 yuan (US\$247) per kilogram.

A resident, identified by his online nickname "Hai Zi Qiu Tian," reported to the industry watchdog, claiming he found mercury inside two fish he bought at a market on Tuesday. He posted photos showing mercury dripping from the fish via his microblog on weibo.com. It gained much attention online.

He said the vendor used the mercury to boost the weight and shelf life of the fish.

Tainted knife fish were found in Nanjing in 2004.

CHINA DAILY 15 APRIL 2017



# Telling the Story

“Steve Jobs understood that telling the story enables consumers to build a personal relationship with the product”

*-NatGeo, commentary*

It's time we told our story!



# Consulting Chef Role

**Support**  
Cooking  
Classes at  
NZC

**Awareness**  
Launch  
Events/  
Roadshow

**Embed**  
product on  
menus

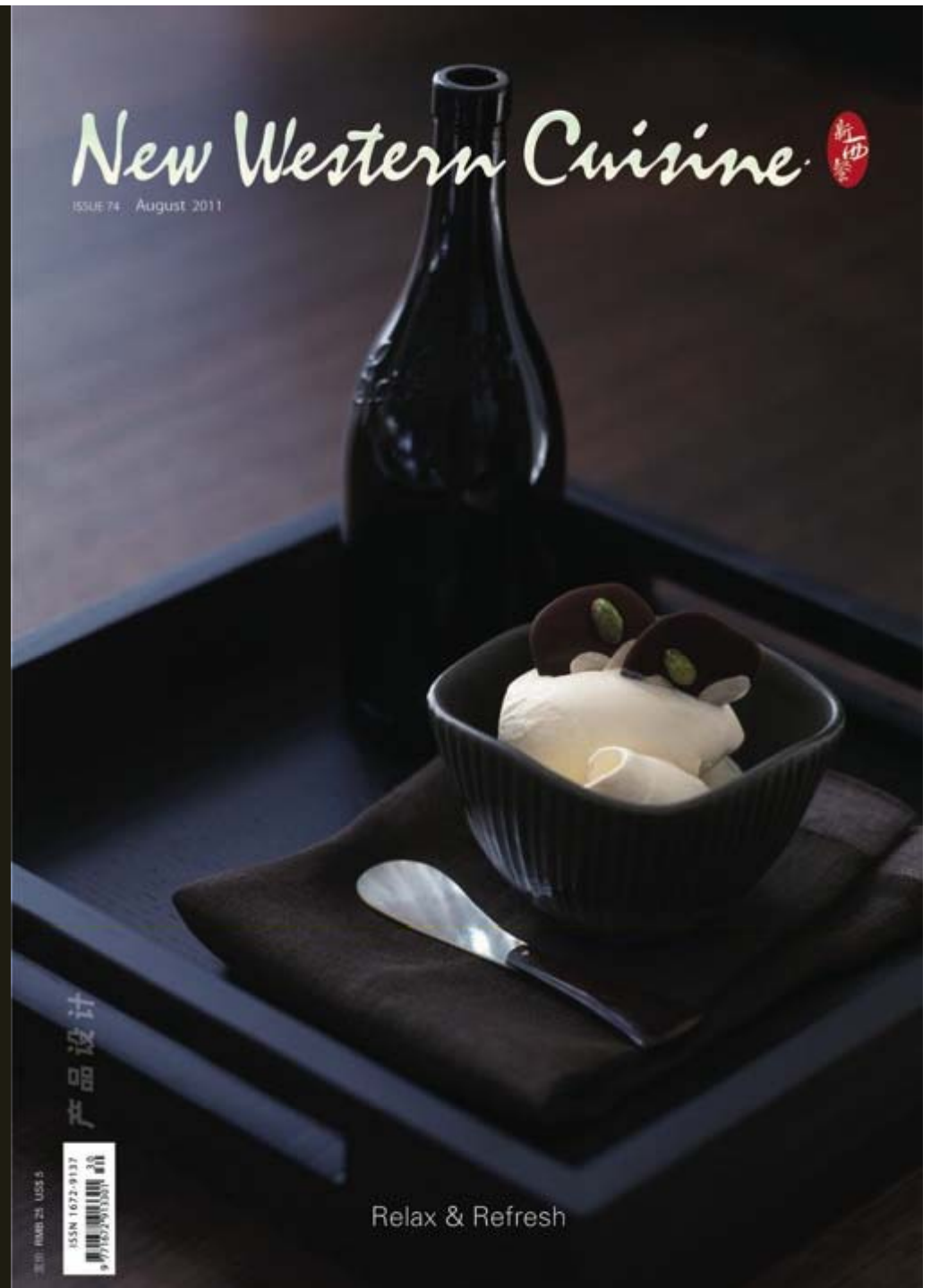
- Clean, Green Environment
- A nation of high integrity farmers
- Government backed food safety standards
- National character: Provenance, and relationship to Land and Sea

**Profile and  
Influence**  
Print Media

**Intelligenc  
e**  
Blogs to NZ  
community

# Profile and Influence NEW WESTERN CUISINE

- Influencer in China
- Goes direct to top chefs and hospitality leaders
- Bi- lingual
- East and West- fashion conscious
- New Zealand has leading monthly feature- product profiles, New Zealand brand, food integrity and more



## Intelligence

Blogs for NZ community

<http://blogs.nzte.govt.nz/robert-oliver>

## Sample Topics Trends and Observations from Shanghai



- Beyond Food Safety- Putting People In The Message
- Xiao Nin Guo: Restaurant Group Profile
- There's No Such Thing As "The Chinese"
- The Language Of Food
- Food Integrity
- ..more

# Embed

## Recipe development for menu placement

### Barriers

- Little awareness
- Pricing
- supply



# Awareness Events

- Product launches
- Cooking Classes at New Zealand Central for online shopping at [www.chuzhimeng.com](http://www.chuzhimeng.com)
- Guanxi events
- Seminars etc



# Consulting Chef Role and Bio

## NZTE in China

Robert Oliver is Consulting Chef for NZTE.

His role is a key part of NZTE's wider strategy to promote New Zealand food and beverage in China.

Robert is based at New Zealand Central, NZTE's world-class business centre in downtown Shanghai, which includes a demonstration kitchen and bar area for food and beverage promotions and a multi-purpose function and event space.

New Zealand born Robert Oliver's passion for the flavours and foods of the South Pacific were developed during his childhood in Fiji. Over the past 20 years, Robert has worked around the world including in Fiji, the US, Australia, the US Virgin Islands, Barbados, St Lucia, Trinidad and more.

Robert's book, "Me'a Kai: the Food and Flavours of the South Pacific ( Random House, NZ 2010) took top prize, BEST COOKBOOK IN THE WORLD at the Gourmand World Cookbook Awards in Paris, considered to be the Pulitzer of food books.