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Specialty food and beverage industry in New Zealand

October 2007

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Overview

New Zealand's dynamic specialty food and beverage sector has an international reputation for its bold taste, quality, innovation and focus on well-being and goodness.

Through inventiveness, cutting-edge technology, research and astute branding and marketing, more than 2,000 specialty food and beverage manufacturers add value to a broad base of natural products. The result is niche products that stand out in a competitive international marketplace.

Products range from traditional pastries, honey and confectionery to new taste sensations (such as specialty sauces and marinades), oils, luxury ice creams and cheeses, organic soups, and beverages such as energy drinks, organic juices and boutique beers.

Specialty foods and beverages from New Zealand are frequently showcased at international food shows and New Zealand companies regularly win awards at the biennial SIAL D'or food awards in Paris.

Fast facts

- New Zealand specialty food and beverage exports were worth more than NZ\$8.75 billion for the 2006 calendar year.
- Specialty food industries have experienced solid growth in export earnings between 1990 and 2006, rising from NZ\$2.9 billion to NZ\$8.7 billion. Major markets are the United States, Australia, Europe, Japan and China.
- There is a strong emphasis on both health and convenience with companies using innovation in creating, preparing and packaging products.
- New Zealand is first to market with new and exotic products such as avocado oil. The country is also receiving international recognition for its olive oils.
- Pioneering research work has revealed a raft of new opportunities for New Zealand manuka honey as a medicinal product effective against highly resistant bacteria.



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- The proportion of food and beverages companies in New Zealand that are certificated to ISO standards is amongst the highest in the world.

International innovations

[Avocado Oil New Zealand](#)

New Zealand was first to market with avocado oil. Avocado Oil New Zealand, which produces under the Grove label, commissioned the world's first plant that cold presses the highest quality, unrefined, extra virgin avocado oil. The gourmet oil is used in salad dressings, as a dip for bread or to drizzle over pasta, vegetables and grilled foods. The oil has health benefits, containing a compound that lowers human blood cholesterol. It also has a higher smoke-point than olive oil, making it a favourite with chefs.

[Kinaki Wild Herbs](#)

Native herbs and edible New Zealand bush foods are in demand from the country's top chefs and companies, who in turn are transforming these natural ingredients into sophisticated specialty food exports. Chef Charles Royal harvests native food and cultivates it for his business Kinaki Wild Herbs. Artisan bread-maker Rachel Scott creates indigenous New Zealand bread, which contains a native seaweed known as Karengo.

[Eat Right Foods](#)

Eat Right Foods' handcrafted cakes, biscuits and cookies were originally designed for allergy sufferers but are increasingly in demand in New Zealand and overseas in the mainstream, health conscious market. The company's products are typically free from gluten, wheat, dairy, egg, nuts, soy and yeast, and are made mainly from organic ingredients.

[Comvita](#)

Bay of Plenty company Comvita sources its manuka honey from New Zealand's remote, pollution free native forests and it is world-renowned for its delicious flavour. The honey is quality tested for the unique antibacterial properties which make New Zealand Manuka honey famous.

Industry contacts

[Organics Aotearoa New Zealand](#)

Organics Aotearoa New Zealand (OANZ) bring the organic groups in New Zealand under one umbrella for a co-ordinated approach to growing the industry.

[AgriQuality New Zealand](#)

A government agency that provides integrated quality assurance and biosecurity services throughout the food supply chain, from the farm to consumer.



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[New Zealand Food Safety Authority](#)

New Zealand Food Safety Authority (NZFSA) is the New Zealand controlling authority for exports and imports of food, and food related products.

[New Zealand Trade and Enterprise](#)

New Zealand Trade and Enterprise (NZTE) is the New Zealand government's economic development agency and works with the food and beverage industry to capability and increase its international connections.

[Investment New Zealand](#)

A specialist unit within NZTE, Investment New Zealand is New Zealand's investment promotion agency and assists corporate investors to relocate their businesses to New Zealand, establish greenfield operations, and invest and work with New Zealand companies. It also matches strategic sectors like aviation to international investors to help fill gaps in New Zealand's value chain.