

NEW ZEALAND'S

BEST

OF THE BEST

99  
V(f)

<b>IMMIGRATION</b> <i>A history of migration</i>	8	<b>KAIKOURA</b> <i>wild and beautiful coast</i>	41	<b>NORTHSAILS</b> <i>Powering the America's Cup</i>	124
<b>CONSERVATION</b> <i>Looking out for the future</i>	9	<b>CHRISTCHURCH</b> <i>The most English city outside England</i>	42	<b>MAXWELL WINCHES</b> <i>Cranking along in the marine industry</i>	125
<b>TOURISM</b> <i>Exciting Challenges for Tourism</i>	10	<b>PARKROYAL</b> <i>A warm welcome awaits you at the Parkroyal</i>	44	<b>THE HUNTING LODGE</b> <i>Old fashioned elegance in a country setting</i>	126
<b>NORTHLAND</b> <i>Sun, Sea and Pohutukawa</i>	12	<b>WESTLAND, MT COOK</b> <i>17 mountains, 3,000 metres high</i>	46	<b>CIN CIN</b> <i>A reliably brilliant dining experience</i>	128
<b>PAIHIA BEACH RESORT</b> <i>Rising star in the Bay</i>	14	<b>GRASMERE LODGE</b> <i>A haven for those looking for a total escape</i>	48	<b>GAULTS ON QUAY</b> <i>ECNZ restaurant of the year 96/97</i>	129
<b>AUCKLAND</b> <i>City of Sails</i>	16	<b>McKENZIE COUNTRY</b> <i>The high country heart of the South Island</i>	50	<b>HARBOURSIDE RESTAURANT</b> <i>Mediterranean lifestyle in a Pacific setting</i>	130
<b>CARLTON HOTEL</b> <i>Defining the city's character</i>	18	<b>DUNEDIN AND OTAGO</b> <i>Goldminers struck it rich</i>	51	<b>SPALATO</b> <i>Finest dining at its peak</i>	131
<b>GULF HARBOUR LODGE</b> <i>A fine boutique Hotel</i>	22	<b>QUEENSTOWN</b> <i>Sheer breathtaking beauty</i>	53	<b>NEW ZEALAND BEEF AND LAMB</b> <i>Hallmark of excellence</i>	132

# CONTENTS

<b>CASSIMIR LODGE</b> <i>An unforgettable experience</i>	24	<b>FIORDLAND</b> <i>A remote and spectacular wilderness</i>	56	<b>HEINZ - WATTIE</b> <i>Heritage, vision, quality</i>	136
<b>ROTORUA</b> <i>A tourist's cauldron</i>	26	<b>FAMOUS NEW ZEALANDERS</b> <i>New Zealanders on top of the world</i>	57	<b>POLACUP</b> <i>Packaging at its best</i>	138
<b>HUKA LODGE</b> <i>A very special corner of a mini paradise</i>	28	<b>SPORTING RICH</b> <i>From The National Business Review</i>	59	<b>WRIGHTSON</b> <i>Working with New Zealand's agriculture</i>	140
<b>WAIRAKEI RESORT</b> <i>A top international conference centre</i>	32	<b>TVNZ YOUNG ACHIEVERS</b> <i>The Best of New Zealand's future</i>	62	<b>NEGOCIANTS</b> <i>Suppliers in the world of wine</i>	142
<b>TAUPO AND TONGARIRO</b> <i>The lake and mountain playground</i>	34	<b>AMERICAN EXPRESS</b> <i>New Zealand Tourism Awards</i>	64	<b>FASHION</b> <i>Smokefree fashion awards</i>	150
<b>HAWKES BAY</b> <i>Fast growing provincial area</i>	36	<b>JERRY CLAYTON</b> <i>The BMW specialist</i>	66	<b>LAST FOOTWEAR COMPANY</b> <i>Paving the way</i>	154
<b>MARLBOROUGH</b> <i>A gourmets paradise</i>	37	<b>NEW ZEALAND'S RICH LIST</b> <i>From The National Business Review</i>	68	<b>AUSTRALASIAN COSMETIC SURGERY</b> <i>The skills of Dr Warren Chan</i>	155
<b>WELLINGTON</b> <i>Cultural and political centre</i>	38	<b>COUTTS MERCEDES BENZ</b> <i>The magic of Mercedes</i>	70	<b>SHISEIDO</b> <i>Where beauty is more than skin deep</i>	156
<b>NELSON</b> <i>The sunshine capital</i>	40	<b>CONTINENTAL CARS</b> <i>The best vehicles in the world</i>	74	<b>AROMATHERAPY</b> <i>Pure and natural</i>	158
		<b>HONDA NEW ZEALAND</b> <i>Pride in their product at every turn</i>	80	<b>PROFESSIONAL FITNESS</b> <i>Setting the future in health products</i>	160
		<b>SKY CITY</b> <i>The new view of Auckland</i>	84	<b>BLACKMORES</b> <i>The best of health</i>	162
		<b>FORMOSA COUNTRY CLUB</b> <i>Golf is the name of the game</i>	88	<b>SERVILLES</b> <i>Standing head and shoulders above the rest</i>	164
		<b>KITCHENER GROUP</b> <i>Proven property development leader</i>	90	<b>THE NATIONAL BUSINESS REVIEW</b> <i>Intelligence for business leaders</i>	166
		<b>WARWICK FABRICS</b> <i>A strict belief in quality</i>	98	<b>UNITEC</b> <i>Business is booming</i>	168
		<b>FLETCHER RESIDENTIAL</b> <i>New Zealand's leading home builders</i>	100	<b>THE NATIONAL BANK OF NEW ZEALAND</b> <i>Banking on a secure future</i>	170
		<b>FLETCHER CHALLENGE FORESTS</b> <i>At the beginning we have the end in sight</i>	102	<b>THE B.B.Q. FACTORY</b> <i>Embracing the great Kiwi lifestyle</i>	172
		<b>MOKUM TEXTILES</b> <i>Europe's Flagstones</i>	104	<b>CARTER HOLT BUSINESS FORMS</b> <i>Formulating success</i>	176
		<b>GREENS INDUSTRIES</b> <i>Prime tap ware by any standard</i>	106	<b>AUTOSURE</b> <i>One star that shines brightest</i>	178
		<b>SEALY NEW ZEALAND</b> <i>Space age technology</i>	108	<b>FLEETLEASE</b> <i>The right blend of people systems</i>	180
		<b>GULF HARBOUR</b> <i>A fine lifestyle location</i>	110	<b>MASPORT</b> <i>A proud tradition</i>	182
		<b>DESTINATION LAKE TAUPO</b> <i>For peace, for thrills or simply for beauty</i>	114	<b>WILDERNESS WALKS</b> <i>In a pristine land</i>	184
		<b>CHRIS JOLLY</b> <i>Catch a trout, bag a deer</i>	116	<b>FORESTRY</b> <i>Money does grow on trees</i>	186
		<b>COMPOSITE DEVELOPMENTS</b> <i>Practising a hands on approach</i>	118	<b>WORLD MAP</b> <i>Compiled by Air New Zealand</i>	190
		<b>SIRDAR</b> <i>Fascinating excursions can be planned</i>	120	<b>NEW ZEALAND MAP</b> <i>Compiled by Air New Zealand</i>	192

## NEW ZEALAND'S BEST OF THE BEST

**Published by:** Best of the Best Limited

**Publishers:** Mal Taylor, Paul Crowley

The contents are copyright and may not be reproduced without the written consent of the publishers.

Events, Awards and People pages, will be considered for the next edition.

These must be well written and illustrated with captions and the author's name and address.

While every care is taken, no responsibility will be taken for submitted material.

### Address all correspondence to:

Best of the Best Limited  
PO Box 91234, Auckland Mail Centre  
Auckland, New Zealand

**Phone:** +64-9-489 2676

+64-9-488 0891

**Fax:** +64-9-486 6822

**Production:** Magnagraphic Studios

**Film:** Ellar Graphics

**Print:** Nicholson Printing  
Company Ltd

**Laminating:** Pacific Laminations  
Company Ltd

**Binding:** Bookbinding Press Limited

The views and opinions of the advertisers are not necessarily those held by the publishers and while based on facts they are opinions only.

Best of the Best concept and the intellectual property remain the property of the Strand Family Trust and is licensed to Best of the Best Limited