



Australian Government

Wine Australia

Media Release

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China's wine trade and media get a taste for Australian wines in the regions

Thirty-two of China's leading wine importers, distributors, retailers, food and beverage professionals and wine media are exploring some of Australia's wine regions over the next week, tasting a diverse selection of wines and learning about Australia's wine regions first hand, as part of the Vintage 2013 visit to showcase the quality of Australian wines.

The visit, hosted by Wine Australia in partnership with wine regions, the South Australian and Tasmanian governments and wineries, will give participants first-hand experience of Australian wine through winery visits, dinners, masterclasses and themed tastings that cover broad-ranging topics such as regional diversity, Chardonnay, Pinot Noir, Shiraz, Cabernet, sparkling wine, Grenache, Semillon and the Barossa Old Vine Charter.

Wine Australia's Regional Manager, China, Willa Yang said the trip would expand the network of Australian wine ambassadors in China and continue to build Australia's reputation for producing quality wine.

"This visit will give these highly influential visitors the opportunity to experience the regionality and quality of our wines, to help them positively promote Australian wines on their return home," Ms Yang said.

"Many of these visitors sell premium, branded Australian wine and are passionate to learn more, boost their sales and expand their distribution.

"They're interested in learning about the history and diversity of the Australian wine offering, particularly our regional wines that showcase the diversity and quality of Australia's wine regions.

"Education of the wine trade, wine media and consumers is central to Wine Australia's focus in the China market through A+ Australian Wine Schools, Landmark tastings and masterclasses, however, this visit takes it to a new level so that participants not only taste Australian wine but experience where it actually comes from."

China's demand for premium Australian wine has driven double digit growth in the above A\$10.00 per litre segment. China is the Australia's fourth biggest export market for wine and the biggest for Australian bottled exports above A\$7.50 per litre, ahead of Canada and the US, while the average value of Australian bottled wine exports to China is above that of France.

The visitors will be broken into three groups and will be hosted by a number of states and wine regions including:

- The South Australian Government through the South Australian Wine Industry Association;
- Adelaide Hills Wine Region;
- Barossa Grape and Wine Association;
- Clare Valley Winemakers;
- Coonawarra Vignerons;
- McLaren Vale Grape and Wine Tourism Association;
- Riverland Wine Industry Council;
- Mornington Peninsula Vignerons Association;
- Yarra Valley Wine Growers Association;



- Winemakers of Rutherglen;
- Orange Region Vignerons Association;
- Hunter Valley Wine Industry Association;
- Great Southern Wine Producers Association; and
- The Tasmanian Government.

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