

## **MEDIA RELEASE**

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Attention: News Editor

### **Wineries prepare palate pleasers**

Great Southern wine producers will present their finest palate pleasers when the Western Australian Trade Office (WATO) in Shanghai brings 11 wine trade delegates to the region in April.

The Great Southern Development Commission (GSDC) has strong ties with the WATO office and is supporting the Great Southern itinerary of the program, scheduled for April 15 to 17.

GSDC Chief Executive Officer Bruce Manning said the delegation would attend trade tastings in Albany and Denmark.

"Twelve Great Southern producers will present their products to the delegation," Mr Manning said.

"China's wine trade is growing as it develops a bigger middle class, which is potentially a huge market for Great Southern producers."

The delegation includes representatives of importers, distributors and exclusive media publications, and will be led by WATO Shanghai Business Development Director Judy Zhu.

Ms Zhu was instrumental in the delivery of the Great Southern Wines: Two City Tour of China (Shanghai/Beijing) in June 2011, during which five wineries from the Great Southern held tasting events in Shanghai and Beijing.

The delegation arrives in Albany on Sunday 15 April and will take part in a trade tasting followed by a welcome dinner at the Great Southern Distillery.

Participating wineries at this event include Bunn Vineyard, Castle Rock, Gilberts and Somerset Hill. During the dinner, the Great Southern distillery will present its range of single malt whiskies.

On Monday 16 April the delegation will travel to Denmark where they will participate in a trade tasting at Forest Hill winery.

Participating wineries include Alkoomi, Chatsfield, Forest Hill, Frankland Estate, Howard Park, Plantagenet, West Cape Howe and Willoughby Park.



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During the Forest Hill tasting, winemaker Michael Ng will give an overview of the Great Southern region to the delegates, providing a technical winemaking perspective in Mandarin and Cantonese.

Department of Agriculture and Food wine industry project manager Glynn Ward will explain the viticultural aspects of the Great Southern to broaden regional understanding of the region's principal varieties.

The delegation will also visit iconic Green's Pool, the Albany Oyster Farm and Whale World to give an overview of the region's tourism potential.

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