

MEDIA RELEASE

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Wine push targets Taiwan, Hong Kong

Hong Kong and Taiwanese wine buyers took advantage of close encounters with Great Southern wines at trade initiatives from November 3 to 7.

With support from the Great Southern Development Commission (GSDC) and Austrade, six Great Southern wineries took part in the 2011 Hong Kong International Wine and Spirit Fair (HKIWSF), attended by up to 14,000 delegates, and a targeted tasting event in Taipei, Taiwan.

GSDC Chief Executive Officer Bruce Manning said ensuring that regional wineries were represented at the key target market events continued the push to grow Great Southern wine exports.

“Recent initiatives have helped to raise the profile of Great Southern wines in Asian markets,” Mr Manning said.

“Promoting the region’s wines at the Hong Kong wine fair gained exposure to thousands of delegates.

“Great Southern riesling was highlighted at a masterclass, and a networking event gave importers and distributors a chance to meet the producers.

“Following the Hong Kong event, the visit to Taiwan provided the opportunity to build a presence in a relatively new market for Great Southern wines,” Mr Manning said.

About 80 invited guests attended the Taiwan tasting event, including trade representatives, media, educators and premium customers.



Forest Hill general manager Paul Byron introduces the winery’s range to some Taiwanese wine tasters.

GSDC export development officer Elizabeth Reed, who accompanied the Great Southern delegation, said the Taiwanese guests were familiar with French wines but in recent years had developed a preference for Australian wines.

“Many attendees had tried South Australian wines but were keen to explore Western Australian wine as they were seen to be of a higher quality,” Ms Reed said.

“The Great Southern’s cooler climate tends to produce more elegant styles, which are better suited to Taiwanese cuisine, with its French and Japanese influences.”

Plantagenet Wines sales and marketing manager Andrew Charleson said the collective regional approach successfully highlighted the strengths of Great Southern wines.

“Guests gained clear messages about the varieties and styles produced in the region,” Mr Charleson said.

“Targeted tasting events in new markets provide consumers with a strong understanding of regionality and allow for a collective engagement to raise the profile of the region.”

Mr Manning said participation in the events resulted in direct sales and created new trade contacts, as well as giving the Great Southern delegates a greater appreciation of the process of building their brands in Asian markets.

Experience in Taiwan will contribute to Great Southern producers’ efforts to enter other developing markets of Korea and Vietnam in 2012.

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