

MEDIA RELEASE

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Attention: News Editor

Wineries target South Korea

Great Southern wineries will push further into Asia with a gala tasting event for the wine trade in Seoul, South Korea, in June.

South Korea's 49 million population consumes an average of eight litres of alcohol per head annually, making it a desirable market for export growth.

To help Great Southern wineries gain entry to the market, the Great Southern Development Commission (GSDC) has arranged a targeted regional tasting event in Seoul on Monday 4 June .

GSDC Chief Executive Officer Bruce Manning said the tasting would give wineries the opportunity to present wines to importers and distributors in both on-trade and off-trade premises.

"South Korea imports 30 million litres of wine each year, and Australia has only a 5 per cent market share," Mr Manning said.

"That still makes Australia the sixth largest supplier after Chile, Spain, Italy, France and USA.

"The South Korean wine market is primed for growth.

"Wine consumers are sophisticated, educated and aspire to western products.

"Red wine is extremely popular and the value of the wine sold is high, providing a marketing opportunity for quality Great Southern wines," Mr Manning said.

Representatives from Ferngrove, Forest Hill, Hayshed Hill, Plantagenet and West Cape Howe will travel to Seoul to participate in the event.

Old world wines once dominated the South Korean market but their position is being eroded by the value image of new world and Australian wines.

With the growing popularity of wines in South Korea, the country now has wine schools, wine bars and wine exhibitions.

Internet usage in South Korea is the world's highest, and wine blogging and internet-based wine organisations have become valuable media for wine promotion and marketing.



Building partnerships for regional prosperity



The Seoul tasting event is being delivered by the GSDC in partnership with Austrade and will be supported by the Western Australian Trade Office in Seoul.

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