

MEDIA RELEASE

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Attention: News Editor

Wineries to welcome trade buyers

Wine buyers from key Asian markets are taking part in the second Great Southern Wine Trail this week.

Hong Kong and Chinese buyers, including one with connections in both China and Germany, are the focus of trade tastings and promotions involving more than a dozen wineries across the Great Southern.

Three wine buyers enlisted by the Great Southern Development Commission (GSDC) are visiting wineries and taking in a selection of Taste Great Southern events.

GSDC Chief Executive Officer Bruce Manning said the trade visit would continue to build export opportunities for the region's wine producers.

"Last year's Great Southern Wine Trail was a positive step in building a distinctive profile for the region in wine marketing," Mr Manning said.

"We published an information booklet covering the Great Southern's five wine sub-regions, and it is being translated into Mandarin to support the marketing effort.

"The buyers involved in this year's wine trail distribute wine in markets with many million potential consumers.

"Great Southern wineries involved in the event will have the opportunity to seek export sales and to build networks for the future," Mr Manning said.

Western Australian Chinese Chamber of Commerce council member Jonathan Soh will join the buyers for two days of their tour this week, bringing insights about Chinese markets and the importance of branding Western Australian wine in China.

The buyers are enjoying Taste Great Southern culinary treats along with their wine assessments.



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Taste Great Southern events on their itinerary included the opening on Thursday 3 March, Romeo and Juliet in the Vineyard at West Cape Howe, a degustation dinner at Lavender Cottage with Frankland Estate wines and the Porongurup Wine Festival at Ironwood Estate.

The participating wineries are Howard Park, West Cape Howe, Xabregas, Plantagenet, Wignalls, Singlefile Estate, Estate 807, Frankland Estate, Poachers Ridge, Yilgarnia, Forest Hill, Harewood Estate and Willoughby Park.

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