

MEDIA RELEASE

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Attention: News Editor

Virtual tastings to promote wine

Innovative digital delivery of wine appraisals will help promote Great Southern wines at a major Chinese trade event in May.

In a partnership between the Great Southern Development Commission (GSDC) and the Great Southern Institute of Technology (GSIT), local winemakers will be filmed commenting on their own wines for promotions in China in May.

Filming started this week at Wignalls and will continue over the next few weeks at Harewood, Forest Hill, Castle Rock and Frankland Estate.

Export adviser Elizabeth Reed is developing the digital approach to wine marketing to help extend the reach of Great Southern wines among Chinese buyers.

GSDC Chief Executive Officer Bruce Manning said the concept was an exciting notion that could have many applications.

“Chinese consumers are enthusiastic about wine but they don’t have a long history of wine appreciation,” Mr Manning said.

“Providing guidance for wine appreciation could help to build export markets by educating Chinese trade buyers and, in turn, their consumers of Great Southern wines.”

Ms Reed approached GSIT to assist with the project by providing media students who could film the wine commentary as part of their course work.



GSIT media lecturer Peter Pritchard (left) and media student Max Groszewski (right) record Rob Wignall’s wine commentary in the Wignall vineyard.

The five wineries will each present five varieties of wine: chardonnay, sauvignon blanc, riesling, cabernet sauvignon and shiraz.

The winemakers will comment on each of the five varieties, and the commentary will be recorded in English and subtitled for the Chinese market.

Ms Reed said the comments will be intercut so that a tasting event can be held where the five brands of each variety can be tasted in succession as the commentary from the various winemakers is delivered on a screen.

“The winemakers will comment on the factors influencing the flavour of the wine, including climate, soil, vintage and winemaking practices,” Ms Reed said.

“To enhance the presentation, we will also provide information on appropriate food choices with each variety of wine.”

The Great Southern Virtual Tasting Project will be delivered in Shanghai and Beijing at two tutored tasting events in May.

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