

MEDIA RELEASE

Our Ref: T15:0032

21 June 2011

Attention: News Editor

Great Southern wineries woo China

Five Great Southern wineries head to China next week to entice importers with the region's fine wine and produce.

In the first project of its kind, the Great Southern Development Commission (GSDC), in partnership with the Western Australian Trade Office in Shanghai, will deliver two Great Southern Gala wine tasting events, in Shanghai on Monday 27 June and Beijing on Thursday 30 June.

Wine producers Alkoomi, Eastwell Estate, Forest Hill, West Cape Howe and Xabregas will take part in the program, showcasing wines to 100 Chinese trade and media guests in each city.

An Albany Oyster Farm representative will also attend to identify potential trading partners.

GSDC Chief Executive Officer Bruce Manning said a Great Southern export catalogue had been compiled listing producers across all industries.

"The catalogue will be available for importers seeking additional Great Southern products," Mr Manning said.

"China is a complex and challenging market with huge trading potential.

"This regional promotion project has received essential support through a strategic partnership with the WA Trade Office and its senior business development manager, Judy Zhu.

"The main aim of these trade events is to assist Great Southern producers with market entry and brand consolidation by providing opportunities to establish relationships with suitable trading partners.

"Direct promotion at the events will also raise the profile of the Great Southern region in this key growth market," Mr Manning said.



Building partnerships for regional prosperity

The events include an education session where each producer will present one variety – riesling, sauvignon blanc, chardonnay, cabernet sauvignon and shiraz – and assess this wine in terms of colour, aroma and flavour.

This session will help to educate Chinese consumers about the principal varieties of the Great Southern region and how to assess wines.

Great Southern Virtual Wine Tasting, the GSDC's innovative wine appreciation documentary, will be screened at the Shanghai and Beijing events to provide another avenue for Chinese consumers to develop wine appreciation skills.

The China trade events are also supported by the Tourism Western Australia Shanghai office.

Media contact: Bruce Manning, ph. 9842 4888

