

## MEDIA RELEASE

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Attention: News Editor

### Great Southern scales wall into China

Great Southern winemakers and fine food producers extended their reach into China at trade events in Shanghai and Beijing recently.

Some of the region's best wines, including Alkoomi, Eastwell Estate, Forest Hill, West Cape Howe and Xabregas, were showcased to more than 300 wine delegates in Shanghai and Beijing during the Two City Tour, initiated and coordinated by the Great Southern Development Commission (GSDC) with the assistance of the Western Australian Trade Office.



**Alkoomi Wines director Sandy Hallett presents the company's wines at the Shanghai tasting event.**

GSDC export development officer Elizabeth Reed said tutored tastings of the region's principal varieties were followed by trade tastings where each winery presented its range.

"Attendees found the tutored tastings to be extremely engaging and were encouraged to follow the lead of the producers by assessing the wine in terms of colour, aroma and palate as demonstrated," Ms Reed said.

"At the end of the session previous participants of the Great Southern wine trails were invited to the stage to share their experiences in the Great Southern region.

"There was a lot of discussion about white wines, particularly riesling and chardonnay.

"It was evident that the palates of Chinese consumers have become increasingly educated with a strong desire to link appropriate wine styles with local cuisine, and

the red wines, particularly shiraz and cabernet sauvignon, were also well appreciated,” Ms Reed said.

Regional foods including Albany oysters, Edengate Farm blueberries, Elixir Honey and Frankland Estate and Genovese olive oils were also promoted at the events.

Ms Reed said importers showed a lot of interest in the products, particularly the Albany oysters as this species is not currently available in China.

Wine education is important in China and the Great Southern Virtual Wine Tasting DVD, screened at both events, was well received as a marketing tool particularly suited to premium wine clubs and retailers.

“Opportunities and relationships that have been established at these events are only the start for this market, with importers and distributors enthusiastic at the opportunity for representing these brands in the China market,” Ms Reed said.

Several visits to the Great Southern by Chinese businesses are now scheduled for the end of the year.

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