

MEDIA RELEASE

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Attention: News Editor

Wineries entice Philippines market

A potential new market in the Philippines is in focus for Great Southern wineries this week.

Visiting wine buyers from Singapore and the Philippines are in the region to research new and undiscovered wineries for their wine portfolios as part of the third Great Southern Wine Trail, an export development initiative of the Great Southern Development Commission (GSDC).

Singaporean buyer Arjen Blom and Filipino buyer Jeffrey Yao will spend five days in the Great Southern visiting 11 wineries and meeting with producers and winemakers.

Participating wineries include Ferngrove, Forest Hill, Frankland Estate, Harewood Estate, Howard Park, Ironwood Estate, Plantagenet, West Cape Howe, Wignalls, Willoughby Park and Xabregas.

The trail starts in Perth at the annual Cabernet Sauvignon Hyatt Cup where the best wines from Great Southern and Margaret River are pitched against each other in a blind tasting and scored by attendees and panel leaders Kim Horton, Rob Bowen, Dr Bill Pannell and Keith Mugford.

The delegates will then head to the Great Southern where they will begin their individual winery visit program.

GSDC Chief Executive Officer Bruce Manning said the wine trail allowed the buyers to spend time with winemakers and producers in individual settings to get a deeper understanding of the varieties and styles that define each brand.

“Personal contact like this enhances buyers’ abilities to sell the wine in their individual markets,” Mr Manning said.

“The Philippines is a relatively new and emerging market with little representation by Great Southern wineries.”

Mr Yao is making his first visit to Western Australia and said he was excited at the prospect of exploring new wines styles from this part of the world.



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Singapore is a strong market for Great Southern wine and Mr Blom returns to the region anticipating adding another winery gem to his portfolio.

The trail will conclude in Perth at the annual Great Southern Wine Producers Association dinner at the Hyatt where the delegates have been invited to attend as VIP guests.

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