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## **MEDIA RELEASE**

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### **Great Southern products a hit in Thailand**

- Great Southern food, wine, spirits and beers brought to the Thai market in collaborative outbound trade mission.
- Signature events connected Thai buyers directly to Great Southern producers.

Food, wine and other beverages of Great Southern provenance were once again on show to international markets, during the latest outbound trade mission delivered by the Great Southern Development Commission (GSDC).

The latest trade mission which took place in Bangkok, followed on from a series of tourism and trade focussed missions arranged by the GSDC in collaboration with industry partners.

In the past 12 months, more than 40 buyers from 13 different countries have visited the Great Southern as part of these trade initiatives, with a further 2 international media delegations experiencing the best of Great Southern food, wine and tourism. A major outbound mission to Singapore, paved the way for this Thailand mission, with a key outcome being 8 out of the 9 Great Southern wineries in attendance receiving new, or improved distribution partnerships.

The first event in Bangkok leveraged off the recent media famil in the Great Southern, attended by world-class chef, Chef Tam Chudaree Debhakam. The VIP tasting event hosted in Chef Tam's Michelin star restaurant, Baan Tepa, featured a curated menu starring Great Southern and Margaret River produce, and tastings of premium wines, spirits and beers. The VIP event was attended by Her Excellency, Dr. Angela Macdonald PSM, Australian Ambassador to Thailand, international media, Thai influencers, premium retailers, and Western Australian producers.

Acting Chief Executive Officer of the GSDC, Jarrad Gardner, remarked on the unique qualities of Great Southern produce, and the natural paring between the Great Southern and the Thai market.

"We have a strong understanding of our Great Southern food and beverage product's point of difference. Our products are known for their high quality, artisanal heritage, unique attributes and clean, green and safe provenance ....the Thai market values premium quality in both food and beverages", Jarrad Gardner, Acting Chief Executive Officer of the GSDC.

The following day of the mission featured retail visits for Western Australian producers, and presentations from the Australian Trade and Investment Commission (Austrade), the Thai

Tobacco, Alcohol and Beverage Association and the Department of Agriculture, Fisheries and Forestry, providing valuable insight into succeeding in the Thai market.

Concluding the mission, was the wine and beverage showcase where more than 100 local trade representatives and buyers connected for one-on-one tastings, with a number of promising discussions resulting from the event.

The GSDC and industry partners are preparing for another inbound mission in October, with a series of inbound and outbound trade events planned over the next 12 months.

The outbound mission to Thailand was a collaborative initiative with Austrade, Department of Jobs, Tourism, Science and Innovation, Department of Primary Industries and Regional Development, Great Southern Development Commission, South West Development Commission, Australia's South West, Wines of Western Australia, Great Southern Wine Producer's Association and Margaret River Wine Association.

Great Southern producers in attendance were, Futari Wagyu, Great Southern Truffles, Harvest Road – Leeuwin Coast, Harvey Beef, Wide Open Agriculture, Boston Brewing, Limeburners Whisky, Giniversity, Chalari Wines, La Violetta Wines, Lange Estate Wines, Cherubino, Plan B! Wines, Plantagenet Wines, Duke's Vineyard, Ferngrove & Killerby Wines, Howard Park Wines, Rockcliffe, Swinney Wines and Willoughby Park.

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