

# Wine Australia

## **AUSTRALIA'S DIVERSIFIED WORLD-CLASS WINE & EMERGING REGIONS UNDERLINED ON 'CHINA ROADSHOW 2019'**



### **Rich diversity of regions and exciting young producers presented on Wine Australia's May 21-29 tour to Tianjin, Hangzhou, Kunming and Shenzhen**

*(Shanghai, June 5, 2019)* – Australia's rich diversity of world-class wine was showcased, highlighting exciting new winemakers and emerging production regions at Wine Australia's 'China Roadshow 2019' from May 21-29.

The four-city roadshow, now in its 8<sup>th</sup> successful year, brought together over 170 Australian wine brands for an opportunity to experience the premium quality and diversity of Australian wines.

Tastings and exhibits as well as masterclasses by leading winemakers and experts featured in the awareness and promotional drive in Tianjin on May 21, Hangzhou on May 23, Kunming on May 27 and Shenzhen on May 29. The four-day event surpassed all expectations in terms of engagement with trade visitors, including importers, distributors, wholesalers, sommeliers, buyers, media and influencers, across the four cities and beyond.

In Hangzhou, a group from the Roadshow also toured the headquarters of Alibaba. Whilst there, exhibitors learned more about Alibaba's online retail platform TMall ([www.tmall.com](http://www.tmall.com)), which is one of the world's largest retail outlets along with various other relevant developments within Alibaba.

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Upcoming winemakers and emerging wine regions featuring 53 diverse terroirs were showcased along with long-established wine regions from South Australia's Barossa Valley, McLaren Vale and Coonawarra to Victoria's Yarra Valley, Margaret River in West Australia and Hunter Valley in New South Wales.

All participating brands showcased at least one wine that was awarded 90+ points at internationally-recognised wine shows or in renowned critic James Halliday's Wine Companion, underscoring the quality of winemaking in Australia across the board.

'As is our normal practice we always include cities beyond the normal major metropolitan areas – bearing in mind that China's secondary cities are bigger than most of the world's capitals,' said David Lucas, Wine Australia's Regional General Manager, North Asia.

'And the wine traders who attended, were delighted to see how we were reaching out and giving them due recognition for the great potential their markets hold,' Lucas added.

Michael Wehrs, Global Sales & Marketing Manager at Kay Brothers, who was among the Australian exhibitors, said relationships are key to doing business in China. 'We won over new followers (in China) for our wines, however the most important thing has been sharing these experiences and building these bonds. We can't wait for the next time.'

With a large scale Australian Wine Tasting Exhibition at every stop, the roadshow showcased wines from exciting young winemakers as well as those from the world famous 'Australian First Families of Wine' (AFFW) which incorporates wineries dating back to the 19th century.

A series of other masterclasses explored Foundations of Australian Wine, AFFW Shiraz and Mature Icons, McLaren Vale Premium Cabernet and Premium Shiraz, Australia's Great Chardonnays, Rare & Distinguished Barossa, and Diverse Australian Shiraz – 'Full of Flavour, Not Pretence'.

The roadshow also launched Australian Wine Discovered (<https://www.wineaustralia.com/education-chinese>), a comprehensive education programme that provides free information packs, tools and resources to discover and share Australian Wine, in Simplified Chinese.. Each city had an 'Australian Wine Discovered' area where visitors could engage with the Chinese language version.

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On May 17, Wine Australia launched a mini program. During the China Roadshow, it was downloaded over 1,600 times and had almost 20,000 page views. Additionally, the number of new visitors during the past week increased by 287%.

Additionally, Wine Australia launched a Chinese version of its consumer website ([www.australianwine.com/zh-CN](http://www.australianwine.com/zh-CN)), which allows Chinese consumers to explore Australian wine regions, varietals and winemakers in a clear, simple and consistent way – as well as promoting consumer tastings and events.

‘With AUS\$1.1 billion worth of exports going to China, China is Australia’s most valuable overseas wine market. China Roadshow is an important awareness and education activity for the Australian wine sector in China as well as an opportunity for exhibitors to meet new and existing clients,’ added Mr. Lucas.

‘It gives Chinese wine trade, importers, distributors and media, information and tasting opportunities on the quality, diversity and innovation within the Australian wine sector.’

‘Across the four cities, we were delighted to welcome over 4,000 visitors.’

Ends

## **About Wine Australia**

Wine Australia supports a competitive wine sector by investing in research, development and extension (RD&E), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package. Wine Australia is an Australian Commonwealth Government statutory authority, established under the Wine Australia Act 2013, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&E investments.

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Wine Australia China Roadshow 2019 Exhibitors Group Photo – Tianjin Stop

Credit: Wine Australia



Representatives from Australia's First Families of Wine (AFFW)

Credit: Wine Australia

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Australia's Great Chardonnays – A Taste Above All Mater Class Wines

Credit: Wine Australia



Masterclass are Fully Packed by Industry Visitors

Credit: Wine Australia