



Australian Government

Australian Wine and Brandy Corporation

# Media Release

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## **“A” Grade Strategy for Australian Wine**

The Australian wine community is set to tackle its biggest challenge head-on to raise awareness of its regions and redefine the image and perception of Australian wine around the world: **A+ Australian Wine – every one has a story.**

“Just as being ‘good’ is no longer ‘good enough’, so the place from which a wine comes needs to be much more than just a statement on a label,” said Wine Australia’s General Manager Market Development, Paul Henry.

“It is the people and regions within our wine community that make Australia truly distinct, and more than ever these need to be central to our engagement with trade, media and consumers. It is time for us to take back the reins in terms of what our story is and who we entrust to tell it.”

Wine Australia is inviting Australian wineries to share their own stories at [www.australiaplus.com](http://www.australiaplus.com) and across social media platforms where A+ will become the defining signature of interaction with great Australian wine. The site will engage our on-line communities and ultimately assist in prompting a positive change in image, price and representation.

“At a time when the country is making better wine than ever before, we need a 'best-foot-forward' strategy that will use the country’s most distinctive wines, regions and winemakers to illustrate that sense of being uniquely Australian,” Henry continued.

“A+ will represent the confluence of everything that makes our wines uniquely Australian – country, place and character,” says Henry.

“It’s time the world took another look at Australian wine.”

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### **Further information:**

- Please contact AWBC Director – Marketing & Communications Lucy Anderson on 0409 282 003 / [lucy.anderson@wineaustralia.com](mailto:lucy.anderson@wineaustralia.com)

### **Notes for editors:**

- *A+ Australian Wine* can be discovered at [www.australiaplus.com](http://www.australiaplus.com)
- Twitter users are encouraged to follow @australiaplus and share their stories about great Australian wines using #apluswine
- Wine Australia is the brand under which the Australian Wine and Brandy Corporation, a Government organisation established to provide strategic support to the Australian wine sector, delivers its international marketing programs.

