



Australian Government

Australian Wine and Brandy Corporation

# Media Release

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## **A+ Australian Wine and a Perfect 10 for China**

A bold new strategy and brand designed to reposition the international standing of Australian wine will be launched at the Shanghai World Exposition on June 30 2010, accompanied by a 'first fleet' of ten of Australia's best regional winemakers to support it.

**A+ Australian Wine – every one has a story**, is a campaign that celebrates the people and places that give Australian wine its unique voice in the world. Based around profiling the regionally distinct wines from Australia that display an unmistakable personality, character and flavour of their own, the strategy is aimed at demonstrating best practice examples of wines and wine styles that cannot be replicated anywhere else in the world.

"**A+ Australian Wine** works in several ways. First, there is a clear connection with excellence and high-achievement, while at the same time it also represents that there is always more to discover about Australian wine," said Wine Australia's Director – Marketing and Communications, Lucy Anderson.

"No market advantage is really competitive unless it is unique to that category. We believe that more than just the wine, it must be the people, the places and the stories that make Australian wine stand out from the rest of the world."

"Launching in Shanghai with 10 of Australia's leading winemakers, and then touring to other major cities – Beijing, Guangzhou and Hong Kong – marks the first time that any country's wine community has come together behind a united cause to share their wines and the stories in China," continued Anderson.

"Just as the Australian wine story now needs a bold new chapter, we think it entirely appropriate that we should be launching this initiative in the world's next fine wine frontier – China."

One of the delegation's most prominent winemakers, Tom Carson from Mornington Peninsula's Yabby Lake, commented: "It's time the world took another look at Australian wine," says Carson. "The chance to travel around China with a group of great winemakers all standing behind a new and unified message is groundbreaking stuff and a fantastic opportunity to show just what makes our wines so compelling."

### **Further information:**

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**Notes for editors:**

- The 10 winemakers and wineries launching *A+ Australian Wine* are:
  - Nigel Blieschke, Peter Lehmann, Barossa Valley
  - Tom Carson, Yabby Lake, Mornington Peninsula
  - PJ Charteris, Brokenwood, Hunter
  - Bill Hardy, Hardy's Oomoo, Adelaide Hills
  - Sue Hodder, Wynns, Coonawarra
  - Willy Lunn, Yering Station, Yarra Valley
  - Maria Lurighi, Domaine A, Tasmania
  - Cliff Royle, Flametree, Margaret River
  - Paul Smith, Wirra Wirra, McLaren Vale
  - Wayne Stebhens, Katnook, Coonawarra
  
- *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
  
- Facebook fans can keep up to date at [www.facebook.com/australiaplus](http://www.facebook.com/australiaplus)
  
- 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.