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Regional Wine and Australia – The Perfect Kombi-nation!

Wine drinkers and connoisseurs often refer to Australian Shiraz or Chardonnay, or ask about ‘vintage’ conditions in Australia during any given year. Wine Australia, in partnership with Qwoff TV, hope to dispel some of the myths about ‘Australian’ wine, by launching a 12 month campaign that brings Australia’s many and varied wine regions, personalities and regional stories to your home.

Talking with Andre Eikmeier from Qwoff: “This is something we’ve been dying to do for a while now. In January, we bought a beat-up old kombi sitting in an orchard in the Barossa, but it wasn’t until June we finally started shooting our “Road to Vino” series, our first episode being in the Hunter.”

The tagline gives you an idea of what to expect: “Two scruffy wine lovers, a VW kombi, 25,000 miles and some bloody good wine!”

Andre added: “It’s only just begun, with the Hunter episodes – we’re heading to the Barossa Valley next, and then McLaren Vale followed by Mornington Peninsula – one region per month, 4 episodes for each region, which gives us a one-hour show”.

This is the contemporary story of Australia’s Regional Heroes, and a great wine adventure that captures the romance and authenticity of travelling around Australia – meeting the people and enjoying the wines that are the heart of the region, its past and its future.

“It’s early days and so far the website has had over 20,000 page views and 2500 plays on the first two episodes, and we’re really pleased with these results,” concluded Lucy Anderson, Manager – International Marketing and Communications, Wine Australia.

So if you can’t book your holiday to the Barossa Valley or plan your own wine adventure in the Mornington Peninsula this year, sit back and enjoy the weekly episodes of Qwoff TV. Experience regional Australia from the comfort of your armchair!

To view the latest episode of Road to Vino: www.qwoff.tv

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Notes for editors:

- **Qwoff** is a community of winelovers, all discovering, sharing and enjoying wines. Launched in July 2007 by **Andre Eikmeier** and **Justin Dry**, the online community now has more than 18,000 wine-loving members. **Andre** first got into the wine business in Sydney as a struggling actor/musician working for Cellarmasters, around 1999. He started video and web production company, The Vision Gallery in 2002, servicing mainly Hunter Valley wineries & wine tourism before relocating the production company to Adelaide in 2005. **Justin** studied Wine Marketing at Adelaide University in the late 90s, but then ventured into property development before realising wine was his passion. The two teamed up in 2006 to build Qwoff and launched Qwoff TV in September 2009.
- **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.