



Australian Government

Australian Wine and Brandy Corporation

Media Release

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Wine Australia Award winners announced at Australia Day Wine Tasting in Beijing

ASC Fine Wines, wine retailer The Wine Way, the Kakadu Bar & Restaurant in Shanghai and freelance wine writer Denis Lin are the inaugural recipients of the prestigious Wine Australia Awards.

The winners were announced today by one of Australia's leading wine authorities, Mr James Halliday, and the Ambassador to China, His Excellency Dr Geoff Raby, at an invitation-only wine master class held during the Australia Day celebrations at the Grand Millennium Hotel.

Each winner will receive a fully sponsored, 10-day trip to Australia to explore the diversity of wines and wine regions as guests of the Australian Wine and Brandy Corporation (AWBC). The award ceremony was jointly hosted by the AWBC and the Australian Trade Commission (Austrade).

ASC Fine Wine's CEO, Mr Don St Pierre Jr., said he was honoured by the award, which would mean "a great deal" to everyone in the company.

"It is a profound encouragement for us to continue our strong effort to work together with our Australian wine suppliers, media, Austrade and the AWBC to promote Australian wines as a brand for quality fine wines to the Chinese market," he said.

"We firmly believe these endeavours will not only benefit ASC but also the Australian wine industry and, ultimately and most importantly, the wine consumers in China."

The unique awards recognise a commitment to the promotion of wine and an interest in Australian wine across the wine trade – from sommeliers and food and beverage staff to writers, educators, retailers, restaurateurs, importers and distributors.

The four individual awards are co-hosted by selected well known Australian brands and wine regions, including Penfolds, Jacob's Creek, Hardys and regions in the state of Victoria. A judging panel considered applications from across China and held private interviews before making its selections.

"Our aim is to recognise excellence and to reward progressive, forward thinking companies that foster dynamic innovation, professionalism and show genuine leadership in the category," said the AWBC's Regional Manager, Ms Ali Lockwood.

The award ceremony preceded a major wine tasting for the wine trade and VIPs featuring more than 200 wines currently available in Beijing from over 50 brands, as well as a selection of top wines from Mr Halliday's acclaimed book *James Halliday's 2010 Australian Wine Companion*.

Austrade's Senior Trade Commissioner in Beijing, Mr Alan Morrell, said Australian wine was now at the forefront in China and the Australia Day tasting provided an opportunity for the trade, media and Australian wine lovers "to experience all that we have to offer".

"Currently Australia is the second highest importing country by volume and by value behind France, with Australia's market share increasing over the last six months," he said. "China is also Australia's fourth largest export destination by volume and value."

For further information about the Wine Australia Awards or the Australia Day Tasting, contact:

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Additional information on the Wine Australia Award recipients:

Wine Australia Trophy: ASC Fine Wines

This prestigious top Award recognises unparalleled excellence in the buying, selling, communicating and educating of wine. ASC Fine Wines was awarded the Trophy. Long regarded as China's leading importer and distributor, ASC Fine Wines has a portfolio of more than 1,200 wines from over 100 acclaimed wine suppliers. ASC Fine Wines was also the first company to offer WSET Wine Education courses and has been a pioneer in wine education to consumers and trade alike. The Award was received by the CEO of ASC Fine Wines, Mr Don St Pierre Jr.

Wine Australia Communicator Award: Mr Denis Lin

A freelance wine writer and educator of more than seven years, Denis Lin is well known in wine circles as a respected and regular wine contributor to over 10 magazines across first and second tier cities China, Hong Kong and Taiwan. Denis also runs a wine forum and three wine blogs, and is an independent wine educator and is a certified trainer with the Wine & Spirit Education Trust (WSET).

Retail Award: The Wine Way

Established in 2009, The Wine Way is a specialist wine retailer offering more than 500 wines from around the world. The Wine Way arguably has the strongest representation of Australian premium wine in retail, with more than 100 labels including Henschke, Moss Wood, Torbreck, Yalumba, Grosset, De Bortoli and more! A focus of the Wine Way is consumer wine education. The Award was received by National Director, Mr Marcus Ford.

Restaurant Award: Kakadu Bar & Restaurant

An Australian restaurant in Shanghai, Kakadu has an extremely active role in promoting Australian wine with arguably the most extensive list of Australian wines in China covering over 100 different wines. Kakadu also regularly hold wine tastings, wine dinners and educational wine classes. The Award was received by Manager/Owner Mr James Sing.

Additional Notes for Editors:

- Wine Australia is the brand under which the Australian Wine and Brandy Corporation (AWBC), an Australian Government organisation established to provide strategic support to the Australian wine sector, delivers its international marketing programs.
- The AWBC is based in Australia and is represented by a Market Development Officer in China who is located in Austrade Shanghai. For further information, please visit www.wineaustralia.com or contact jessie.qian@wineaustralia.com.
- Austrade is the Australian Government agency that helps Australian companies to enter and develop international markets. Austrade China's network comprises 12 offices located across mainland China, Hong Kong and Macao, for more information, please visit www.austrade.gov.au or contact: rapidmanager@austrade.gov.au.
- Details about the Wine Australia Awards and application process can be found at www.wineaustralia.com/china

