

# Wine Australia

## Media Release

Monday 16 September 2019

### **Wine Australia launches largest-ever promotion of Australian wine in the USA**

This week, Wine Australia launches its largest-ever promotion of Australian wine in the USA – the Far From Ordinary campaign – supported by the Australian Government’s \$50 million Export and Regional Wine Support Package (the \$50m Package).

The \$8 million campaign (held 17 September to 10 October) is a key milestone in the fourth and final year of the \$50m Package, integrating three years of targeted marketing strategy into a single campaign.

From 17 to 19 September, New Yorkers will be treated to three nights of Australian wine celebrations at the Union West in Chelsea. The invitation-only Australian Women in Wine Awards will recognise the work of women in the Australian wine community and the Far From Ordinary consumer events will turn the traditional wine tasting on its head – bringing the sights, sounds, smells and tastes that typify the Australian wine scene.

Wine Australia’s first ever New to Market Showcase in New York on 18 September will connect a select group of USA importers and distributors with 18 Australian wineries looking to gain a presence in the market.

From 19 September, more than 100 Australian exhibitors will showcase their fine wines to the American wine trade as part of a six-city roadshow visiting New York (19 September), Chicago (23 September), Miami (25 September), Dallas (27 September), Los Angeles (1 October) and San Francisco (3 October). The roadshow will feature trade tastings, educational seminars and importer/distributor networking opportunities, and is expected to attract up to 2,500 attendees across the six cities.

The Far From Ordinary campaign will culminate with 100 American wine influencers – sommeliers, wine writers and other industry members – gathering at Lake Tahoe, California for the second Australia Decanted event, taking place 6–10 October. This exclusive event, featuring 16 Australian winemakers, is designed to build relationships and raise awareness of Australia’s wine history, regions, grape varieties and food pairings over the course of four days.

Wine Australia Chief Executive Officer Andreas Clark said, ‘the USA remains the world’s largest and most attractive market.

‘It’s estimated retail value of US\$38 billion is more than double that of second-placed China.

‘There’s a significant opportunity for Australia to increase its market share and, with the support of the \$50m Package, we’ve been working hard to reposition the Australian wine category in the USA and take advantage of the growing demand for premium wine.

‘This Far From Ordinary campaign invites USA trade, media and consumers to experience a side of Australian wine that they never knew existed.

‘While Australian wine exports to the USA grew 2 per cent to \$432 million in the year ended June 2019, much work remains to increase our market share in the world’s biggest wine market.

‘We look forward to bringing the Australian wine scene to the heart of the USA and showing people why Australian wine is among the best in the world’, he said.

Far From Ordinary will run from 17 September to 10 October and will include:

- New York: Australian Women in Wine Awards – 17 September
- New York: experiential consumer tastings – 17 to 19 September
- New York: New to Market Showcase – 18 September
- New York: trade tasting – 19 September
- Chicago: trade tasting – 23 September
- Miami: trade tasting – 25 September
- Dallas: trade tasting – 27 September
- Los Angeles: trade tasting – 1 October
- San Francisco: trade tasting – 3 October, and
- Australia Decanted: 6 to 10 October.

For more information, visit <https://www.wineaustralia.com/whats-happening/events/aussie-wine-month-2019>

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**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.