

Wine Australia

Media release

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Latest trends in Australian wine showcased at Hong Kong Wine & Dine Festival

Hong Kong Wine & Dine Festival 2017 attendees were treated to a bevy of Australia's exciting wine trends at the festival's Australia Wine Pavilion, which featured master classes, food pairing opportunities and visiting winemakers.

Open from the evening of 26 October to 29 October, the Australia Wine Pavilion featured more than 120 wines from 43 wineries, and offered more than 21 varieties from 15 regions to showcase the breadth of Australian wine's quality, diversity and innovation for guests to sample.

This year, the celebration of Australian wine was amplified with an official Wine & Dine Festival media preview event on 25 October, hosted by Wine Australia and Meiburg Wine Media. The event was a new initiative introduced as part of the Australian Government's Export and Regional Wine Support Package, which provided wine trade and media with an exclusive preview of Australia's outstanding quality wine portfolio, including:

- trending thematic wine stations: sparkling wine showcase and a rosé flight
- 60 wines showcasing Australia's wine regions, including Barossa Valley, McLaren Vale, Margaret River, Mornington Peninsula and Tasmania
- guest Australian winemakers and winery representatives from the local market, and
- wines not available at Wine & Dine Festival or currently in the market.

'The Hong Kong Wine & Dine Festival and media preview event were an excellent opportunity for people to meet leading wineries and explore the quality and diversity of Australia's modern and traditional wines', said Andreas Clark, Chief Executive Officer at Wine Australia.

'Hong Kong is among Australia's top five export markets by value, together with mainland China, the USA, the United Kingdom and Canada, and the continued growth in Greater China is a testament to the great work being done by the Australian wine trade. We appreciate their dedication to promoting Australian wine and their enthusiasm in educating and encouraging more people to try the wide array of premium Australian wine on offer.

'The festival kicked off with hundreds of stalls offering fine wine from around the globe and interest in Australian wine was strong with Wine Australia's three "must-see" master classes on classic, sparkling and cool climate wines reaching full capacity', Mr Clark said.

Festival attendees met some of the country's most exciting winemakers, winery owners and winery representatives at the Australia Wine Pavilion, including Master of Wine Kate McIntyre of Moorooduc Estate, one of the exciting wineries of the Mornington Peninsula; Keith Hentschke, winemaker at Hentley Farm, makers of premium quality single-estate and single-block wines in the Barossa Valley; Sharon Bosveld, owner of Churchview Estate from Margaret River, producer of 16 varieties including some which rarely found in Australia and Simon Sorby Adams, winemaker at Sorby Adams premium winery in the Barossa Valley. Many more were at the pavilion pouring their wines.

Australian wine highlights at Wine & Dine Festival and media preview event included:

- Perfect Pairings: a list of dishes from Hong Kong's trendiest restaurants at the Tap'n'Go FEEDME Lane were curated with pairing suggestions from the Australia Pavilion, illustrating the food pairing versatility of Australian wine
- Master It: three master classes, presented by renowned wine educator Corinne Mui, including sparkling wines, cool climate wines, and classic Australian wines
- Burst of Bubbles: Taste Australia's classic and modern sparkling wines, including sparkling rosé and sparkling red wines, as well as classic cuveés

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- Old is New: distinctive wines from some of the world's oldest vines
- Think Pink: a rainbow of pinks with examples of rosè from around the country
- Très Cool: a diverse selection from trending cool climate regions, including Tasmania, the Yarra Valley and Mornington Peninsula, with crisp whites such as Sauvignon Blanc and Pinot Gris, to elegant Pinot Noir
- Premium: a sample collection of the Barossa Valley's finest Shiraz at the Grand Tasting Pavilion, with eight premium wines showcased to compare across the region and between vintages
- Regionality: comparing and contrasting the same varieties from different regions where guests tasted Chardonnay from seven regions and Cabernet Sauvignon from six regions, and
- New Wave: introducing the new wave of Mediterranean varieties.

The wine regions represented at Hong Kong Wine & Dine Festival included Clare Valley, Coonawarra and McLaren Vale, Margaret River, Mornington Peninsula and Yarra Valley, the Hunter Valley and Tasmania.

Photos available on request.

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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 and protecting the reputation of Australian wine.

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.