

1. VICTORIA GOVERNMENT DINNER		TIANJIN
<b>Date &amp; Description</b>	18:30 – 20:30   Tuesday 21 May 2019  An intimate dinner held at leading 5-star hotel, Shangri-La Tianjin. Hosted exclusively on Level 32 (Executive Floor) private dining room overlooking Tianjin CBD. Arrival drinks and canape reception before being seated for 5-course dinner.	
<b>Audience</b>	Wine Australia China will work closely with Victoria Government to create a targeted, VIP guest list for consideration. Proposed guests will include local and Victorian Government dignitaries from Tianjin, executive wine trade, top tier media and Victoria Ambassadors (winemakers, food producers etc.)	
<b>Pax</b>	Up to 34 guests	
<b>Quantity of Wine</b>	7 x paired wines x 4 bottles per wine = 280 bottles in total	
<b>Breakdown</b>	Mixture of white and red, with sparkling on arrival	
<b>Wine Service</b>	Managed by Wine Australia and venue partner	
<b>Selection Criteria</b>	Victoria Government and Wine Australia to choose from majority Victoria exhibitors participating in Roadshow. Nominated wines must be available in market.	
<b>Logistics</b>	<ul style="list-style-type: none"> <li>• Call for Wine - specific Smartsheets to be distributed w/c 21 January</li> <li>• Wine consolidation info and shipping instructions to be released on 4 February</li> </ul>	
<b>Notes</b>	<ul style="list-style-type: none"> <li>• Opportunity to present wines that perpetuate our messaging, showcase Australia's diversity and drive positive media coverage / WOM</li> </ul>	

2. MEDIA GIFTS		ALL LOCATIONS, CHINA
<b>Date &amp; Description</b>	Throughout China Roadshow 2019 campaign	
<b>Audience</b>	All relevant Chinese media guests in attendance	
<b>Pax</b>	Consumer and trade media, social influencers and KOLs	
<b>Quantity of Wine</b>	Tier 2 cities – 12 bottles in total per city  Shenzhen – 48 bottles in total	
<b>Breakdown</b>	Mixture of white, rose and red	
<b>Wine Service</b>	Distribution managed by Wine Australia's PR Agency	
<b>Selection Criteria</b>	<ul style="list-style-type: none"> <li>• Selected by PR Agency, in consultation with Wine Australia</li> <li>• Wines nominated must be 95+ points from reputable third-party endorsers such as James Halliday or equivalent</li> <li>• Wines nominated must be new to China market or existing in market</li> <li>• Wines nominated must have an Australian RRP of over AUD\$25</li> </ul>	
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