

USA Market Entry Program

Participation Criteria Terms and Conditions

The South Australian Government through the Department for Trade and Investment (DTI) will support wineries to participate in this program for FY22/23 as part of the \$5.4 million Wine Export Recovery and Expansion Program initiative with a 50% rebate for up to 20 eligible participants. This rebate will be available for successful participants through Wine Australia.

Wineries must comply with the following eligibility requirements in order to receive the rebate:

- Wineries should have an export licence and exporter ID.
- Wineries must have a registered ABN in South Australia.
- Wineries must represent wines sourced from vineyards within South Australia.
- Wineries should have enough volume to ship at minimum one 20' full container to the US market. Formats can include alternative packaging such as cans and kegs as long as lead times and shelf life are viable given shipping times.
- Wine portfolios should consist of products with an average RRP above \$10, reflecting current pricing trends in the US market.
- The winery should have a strong story and commercial offering, a unique selling proposition that will make them attractive to the mature US market. Family owned, certified organic, emerging grape varieties, biodynamic, carbon neutral and minimal intervention etc.
- A previous track record of strong scores (90+pt) from publications such as James Suckling, Decanter and James Halliday are preferred but not required. Medal and show awards are not relevant in the US market.
- A clear distribution and marketing strategy should be developed, including volumes available for the market and pricing, in order to target the appropriate importer. New brand concepts, line extensions and wine blends should be ready for formal presentation by the start of the program.
- Evidence of this will be used to assess wineries eligible for the funding.

DTI and Wine Australia reserve the right to select the wineries most prepared to participate in the program and receive the 50% export grant based upon the criteria listed above. A completed Expression of Interest does not constitute automatic acceptance into the program or the 50% rebate from DTI.