

Great Southern hosts Inward Wine Buyers

In April, 11 wine buyers from Taiwan, South Korea, Hong Kong and China visited the Great Southern as part of the WA WineTrail coordinated and facilitated by Austrade/Tradestart members including Mat Lewis, Mike O'Donnell, Marilyn Shea and Elizabeth Reed. In the Great Southern the buyers visited the Great Southern wine sub regions including; Frankland River, Porongurup and Mt Barker and Albany. The visitors found the natural landscapes to be incredibly awe inspiring – particularly the Porongurup Range and the Albany coastline. The Great Southern trade tasting event at Maitraya www.maitraya.com highlighted the spectacular coastline and gave producers the opportunity to present wines demonstrating the diversity and strengths of the Great Southern Region.

The majority of buyers had never heard of the Great Southern as a wine producing region prior to this trip and following this introduction to the region and the wines are excited about the opportunity to diversify the international platform for West Australian wines in respective markets.

Hong Kong's Everwise Wine Group chairman Michael Tse said the whole group learnt a lot from their trip. "In fact, before going to WA, my emphasis was only on wines from Margaret River as it was the only wine related name we had heard of," he said. The trip has served to position the Great Southern as a premium producer of high quality wines in these key growth markets.