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Brothers in Arms Vineyard the toast of *Export Growth China* trade shows

Demand for South Australian wine is continuing to grow in China, with Langhorne Creek's own *Brothers in Arms Vineyard* generating huge interest from wholesale buyers at trade shows held in Eastern China as part of the NSW Business Chamber's ***Export Growth China*** program.

"China is currently the world's fastest growing wine market with imported wine sales growing faster than domestic brands. This presents enormous opportunities for Australian wine-makers, but navigating the complexity and costs of the world's biggest marketplace can be extremely daunting," said NSW Business Chamber General Manager, Paula Martin.

"NSW Business Chamber launched the ***Export Growth China*** program to reduce the risks and costs associated with exporting goods to China and provide expert assistance to successful Australian SMEs who are ready to back the strength of their product internationally, but don't know where to start.

"Available to any member of a Chamber of Commerce throughout Australia, the program provides businesses with a low-cost entry point and essentially 'holds their hand' through the entire process; from determining whether they're ready to export right through to facilitating trade agreements with Chinese wholesale buyers.

"We have opened a custom-designed showroom in the heart of Shanghai's international trading district, which we are currently filling with Australian products, including samples from top Australian winemakers.

"Although the showroom will be officially launched in August, our staff on the ground in China are already proactively marketing these products to wholesale buyers and providing real-time feedback on potential sales leads," Ms Martin said.

Export Growth China representatives recently showcased Australian products at a series of trade shows in Zhejiang Province, south of Shanghai, including at the Hangzhou Wine Fair.

"Brothers in Arms Vineyard and Drayton's Family Wines were the toast of the Hangzhou Wine Fair. The event had more than 200 wholesale buyers in attendance, and generated 20 firm sales leads which will now be followed up by our specialist trade advisors in Shanghai to ensure these businesses are matched with the right buyers for the best chance at success.

"Given that we are already seeing firm sales leads for some program participants before the showroom has officially launched; it is clear that the ***Export Growth China*** program will be an enormous resource for Australian SMEs who are keen to break into the world's largest consumer market," said Ms Martin.



The successful trade shows follow the release of new data from the Australian Grape and Wine Authority which shows that the Chinese market for Australian wine has grown by 20 per cent in the past 12 months.

The data shows lower and higher price segments to be key drivers of growth in China with bottled exports below \$A5 per litre up 25 per cent, and bottled exports above \$A7.50 per litre up 12 per cent to see China remain the number one export destination for premium Australian wines.

Brothers in Arms Managing Director Guy Adams said the company joined the **Export Growth China** program to learn about the market in China and gain greater awareness and exposure of Brothers in Arms' products in the Chinese market.

"The China Market is a long term one for us - we've been working there since 2006. That said, as has been the experience of many other export-oriented businesses, it has been a huge learning curve in many ways.

"There are significant differences in the way we do business in Australia compared to China and finding a comfortable, respectful style has been our goal. We have had solid growth in sales every year since 2006 and now China stands as our largest export market.

"We already know from experience that the wine styles we produce in Langhorne Creek are very welcome in the market. For us it's now about finding the right partners to work with and having a platform to showcase those products. The Showroom and "back of house" services provided with the **Export Growth Program** will help us sort through and identify serious potential customers.

"We have seen a number of proposals for similar platforms over the past but none have had the clear endorsement of the Australian Government that comes with the **Export Growth China** Program. We believe being seen to have the endorsement of the national Chamber movement and Austrade builds a sense of trust in our products and an underlying perception of quality," said Mr Adams.

For more information about **Export Growth China**, visit www.exportgrowth.com.au or call 1800 505 529.

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