

MEDIA RELEASE

Our Ref: T15:0032

29 May 2011

Attention: News Editor

Wine subtleties on screen

Wine marketers have a new tool to help trade buyers appreciate the subtleties of Great Southern wines.

Great Southern Virtual Wine Tasting, launched on Thursday 26 May, is a 48-minute documentary that takes viewers through an on-screen tasting of 25 wines, comparing five wine varieties produced across the Great Southern's five wine sub-regions.

Commentary on the wines is presented by a winemaker from each sub-region: Rob Diletti (Porongurup), Clemence Haselgrove (Mount Barker), James Kellie (Denmark), Hunter Smith (Frankland) and Rob Wignall (Albany).

The Great Southern Development Commission (GSDC) developed the virtual wine tasting concept so that wine buyers in China could learn about the region's wines.

Chinese subtitles ensure the audience will be able to follow the winemakers' comments on the varietal and regional characters of the wines: riesling, sauvignon blanc, chardonnay, cabernet sauvignon and shiraz.

GSDC export development officer Elizabeth Reed, who initiated the project, said the documentary will be screened at trade events in China in June involving importers, media and wine educators.

"The documentary will be distributed at wine events in Shanghai and Beijing," Ms Reed said.

"Chinese wine consumers are keen to learn about Great Southern wines and, using this documentary, they will be able to view the winemaker assessing the colour, nose and palate of the region's principal varieties.

"The winemaker's comments will help them appreciate wines from the region and also enhance their general skills in assessing and tasting wines," Ms Reed said.



Building partnerships for regional prosperity



The documentary relates each wine variety to appropriate foods by showing scenes from a five-course luncheon prepared by Pepper and Salt chef Silas Masih.

Great Southern Virtual Wine Tasting was produced with the assistance of media students and staff from the Great Southern Institute of Technology.

Media contact: Elizabeth Reed, ph. 9842 4888



Building partnerships for regional prosperity

Albany Pyrmont House, 110 Serpentine Road, PO Box 280, Albany WA 6331. Phone: (08) 9842 4888 Fax: (08) 9842 4828 Email: gfdc@gfdc.wa.gov.au
Katanning 10 Dore Street, PO Box 729, Katanning WA 6317. Phone: (08) 9821 3210 Fax: (08) 9821 3334 Email: katanning@gfdc.wa.gov.au
Web: www.gfdc.wa.gov.au