

## **MEDIA RELEASE**

Our Ref: T15:0032

28 July 2011

Attention: News Editor

### **Perth presence for wine DVD**

Virtual Wine Tasting, the Great Southern's innovative wine tasting DVD, will be launched in Perth today.

Business people associated with trade to China will attend a screening of the 48-minute documentary with Mandarin subtitles, produced through the Great Southern Development Commission (GSDC) with the assistance of the Great Southern Institute of Technology.

The Perth launch, at 5pm on Thursday 28 July at the Western Australian Chinese Chamber of Commerce, will also feature tastings of Great Southern wines and Albany oysters.

GSDC Chief Executive Officer Bruce Manning said Virtual Wine Tasting had been well received in Shanghai and Beijing during the recent Two City Tour by Great Southern wine and produce representatives.

"Presenting Virtual Wine Tasting at the Chinese Chamber of Commerce will help business people in Western Australia to understand how this tool can be used in international markets to promote Great Southern produce," Mr Manning said.

"It is raising the profile of the Great Southern wine region.

"Virtual Wine Tasting also helps to educate Chinese wine importers and consumers in appreciating the characteristics of the region's main varieties.

"Screening the DVD in China in June was associated with successful outcomes including export orders to Great Southern wineries," Mr Manning said.

**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](mailto: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](mailto:katanning@gfdc.wa.gov.au)  
Web: [www.gfdc.wa.gov.au](http://www.gfdc.wa.gov.au)