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Australia's wine vanguard spearheads mission to tap flourishing south korean market

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In an ambitious push towards new frontiers, Wine Australia has joined forces with industry leaders to make a groundbreaking foray into South Korea. This marks a part of a broader strategy aimed at harnessing potential in high-growth Asian markets.

The australian food and wine collaboration group: uniting industries for international success

Born out of a strategic alliance among Wine Australia, Meat & Livestock Australia, Hort Innovation, Seafood Industry Australia and Dairy Australia, the Australian Food and Wine Collaboration Group set sail in 2022. The coalition's principal mission? To drive the promotion of superior Australian food and drink in pivotal international markets.

The collaboration found a windfall in the form of a substantial AU$500,000 grant from the Agriculture Trade and Market Access Cooperation (ATMAC), strengthening its endeavour to make Australian produce a global phenomenon.

Ambitious goals: exploring promising asian markets

Ranging from the vibrant street markets of Thailand to the sprawling cityscapes of South Korea, the bustling lanes of Vietnam and the bustling islands of Indonesia, the group's target is clear. The Asian market, with its immense potential, is the Collaboration Group's prime focus. The campaign's mantra - 'Taste the Wonders of Australia' - encapsulates this bold vision.

The wine-soaked south korean prospect: a goldmine in waiting

South Korea is a coveted prize for the Australian wine sector, having earned the distinction of being the tenth most lucrative export market for Australian wine in 2022.

Ranking fifth in the list of Australia's export destinations - after China, Japan, the US, and Vietnam - South Korea presents a vast opportunity for Australia's food and wine producers, according to the Australian Bureau of Agricultural and Resource Economics and Sciences (ABARES). Wine Australia further underscored this opportunity, viewing it as an avenue to strengthen the perception of Australia's diverse and superior quality wines.

Crafting tailored strategies for targeted success

The group's strategy is unique for each market, leveraging Austrade's market insights and current trends. This targeted approach ensures that activities are perfectly aligned to provide the most favourable results for Australian agricultural producers. Local agencies are tasked with generating creative campaigns based on the 'Taste the Wonders of Australia' theme.

The South Korean leg of the campaign was launched with an online cooking contest aimed at young demographics, designed to showcase how Australia's quality produce can augment everyday cooking.

Tapping into the evolving south korean wine palate

With wine tastes in South Korea transitioning, Wine Australia is eager to navigate this change in consumer preference. "South Korea was predominantly a red wine market, but the trend seems to be tilting towards whites, sparkling, and lighter styles," Wine Australia divulged.

Their wines, particularly the alternative white varieties like Albarino, Chenin Blanc and Viognier, are gaining popularity among sommeliers and wine connoisseurs. Furthermore, the Australian Chardonnay, with its sophisticated, less oaky and mineral-driven flavour, seems promising based on educational activities and event feedback.

The road ahead: Vietnam and beyond

Vietnam is next on the Group's agenda, with a partnership with Austrade and a Roadshow hosting events in Hanoi and Ho Chi Minh City. As the group looks forward to an exciting Indonesian venture in early 2024, the lessons learned will shape their approach in seizing the significant market opportunity Indonesia presents.

It remains to be seen how successful this initiative will be in translating Australia's vibrant food and wine culture into a global phenomenon, but the Australian Food and Wine Collaboration Group's unwavering commitment to achieving this goal seems promising.