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Australia and New Zealand to Unite for UK Trade Tastings

Historic Partnership: Aussie & Kiwi Winemakers Join Forces for UK Market

Thursday, July 4, 2024



In a landmark collaboration, Wine Australia and New Zealand Winegrowers are joining forces to present their annual UK trade tastings together for the first time. This significant event will be held in London on January 30 and in Edinburgh on February 4, 2024.

This historic partnership marks a new chapter for both organizations. New Zealand Winegrowers have hosted their annual trade tasting since 1982, while Wine Australia has been doing so since 1986. The decision to merge these events follows a series of successful joint ventures, including a masterclass in Manchester in June 2024 and trade and consumer tastings in Copenhagen and Stockholm in October 2023.

Laura Jewell MW, Wine Australia Regional General Manager UK/EMEA, expressed enthusiasm about the collaboration, underscoring the shared values and mutual respect between Australian and New Zealand wine producers.

"The Aussies and Kiwis are good mates, and we have lots of things in common. Fine wine, great food, stunning scenery, the cool Southern Ocean and a friendly laid-back attitude. The tasting will showcase Australia and New Zealand's distinctive terroirs, vibrant winemaking communities and thrilling wines," Jewell remarked.

This camaraderie is not just a personal sentiment but a professional strategy to enhance the global presence and market reach of wines from both nations.

Chris Stroud, New Zealand Winegrowers Market Manager for Europe, echoed Jewell's sentiments and highlighted the practical benefits of this collaboration.

"Our trade tastings were a week apart and in the same venue in 2024. Teaming up enables importers to showcase a wider portfolio at one event, and it helps buyers, retailers and sommeliers get the most out of a day away from their business. Guests travel from across the UK and Europe, so it's cost-effective, time-efficient, and offers greater exploration of the southern hemisphere," Stroud noted.

This unified event promises to be a comprehensive platform where wineries and importers can meet with distributors, buyers, multiple retailers, independent specialists, and sommeliers. The goal is to foster relationships, work on leads, and generate listings, thereby boosting the presence of Southern Hemisphere wines in the competitive UK market.

The Australia and New Zealand Trade Tasting aims to provide a broad spectrum of opportunities for attendees. Registration will soon open for Australian and New Zealand wineries, as well as importers, distributors, and agents in the UK. Participants can opt for full or half tables to display their offerings, which may include both Australian and New Zealand wines.

This event is more than a trade show; it is a celebration of the shared heritage and innovation of the wine industries in Australia and New Zealand. It represents a strategic alliance designed to capitalize on their collective strengths and enhance their visibility in a key market.

As the date approaches, anticipation is building within the wine community. This collaboration not only underscores the friendly ties between these two nations but also sets a precedent for future joint ventures. By pooling resources and expertise, Wine Australia and New Zealand Winegrowers are poised to deliver an unforgettable experience for all participants, further solidifying their place on the global wine stage.