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MEDIA RELEASE

Research shows consumer POV is key to category growth

Australian winemakers will now have the opportunity to access fresh information and consumer insights for two critical export markets with the release of the Starburst Insights report, *Uncorking new opportunities for Australian Wine in Japan & South Korea*, via a series of industry information sessions.

The report highlights key consumer understandings of the wine beverage category and the perception of Australian wine within these two markets. These insights provide the foundation for Australian wine businesses to better understand this consumer, placing them in a position to reap the benefits of these valuable markets.

Commissioned by Australian Grape & Wine using funding received through the Department of Agriculture, Fisheries and Forestry's Agricultural Trade and Market Access Cooperation (AMTAC) grants program, this research was designed to assist the Australian wine sector to grow demand in diversified international markets for the category.

Australian Grape & Wine Chief Executive, Tony Battaglione, said "AMTAC has allowed us to better inform our process around market access and development. In developing this report, we have worked to complement Wine Australia's marketing program. By focusing on the point of view of the local consumer in Japan or South Korea, we are encouraging a better connection between Australia's uniquely diverse supply-focused offering with a demand-focus – that is, what consumers want and how they like to purchase it."

The new research reveals current consumer perceptions around Australia and the Australian wine category and provides Australia's grape and wine sector with unique insights into its perceived strengths and weaknesses, and critically, into the potential opportunities for Australia in these markets in the future. This information will also provide critical support to the Australian Wine Ambassadors in Japan and South Korea, both of which were also funded by the AMTAC program.

"All producers who are exporting or considering exporting to these key emerging markets should attend these information sessions. Understanding consumers in new and emerging markets will be vital to our sector's ability to grow demand, as we seek to re-address the Asia opportunity in this Covid-recovery phase and as we continue to deal with the impacts of the effective closure of the China market to Australian wine" said Mr Battaglione.



Australian Grape & Wine will host a free webinar and in person information workshops to share these findings in more detail with industry. The initial free webinar will be held on **Tuesday 19 July, 1.30pm ACST**. [Register here to attend](#).

More information about the Wine Ambassador program and workshops will be available at Australian Grape & Wine's dedicated [Growing our Exports webpage](#)

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About Australian Grape and Wine Inc

Australian Grape and Wine Inc is the national association of grape and wine producers. We address issues across the supply-chain that impact on the profitability and sustainability of the sector. We lead and advocate public policy that enhances the ability to responsibly produce, promote and enjoy Australian wine in moderation.

Australian Grape & Wine is recognised as a representative organisation for winegrape and wine producers under the Wine Australia Act 2013, and is incorporated under the SA Associations Incorporation Act 1985. We work in partnership with the Australian Government to develop and implement policy that is in the best interests of winegrape growers and winemakers across Australia.