



25 Sep 2017

Adelaide Advertiser, Adelaide

Section: Business News • Article type : News Item • Audience : 117,273 • Page: 24  
Printed Size: 85.00cm<sup>2</sup> • Market: SA • Country: Australia • Words: 175  
Item ID: 849698985

 isentia.mediaportal

Licensed by Copyright Agency. You may only copy or communicate this work with a licence.

Page 1 of 1

## SA wines to feature at desert festival

ADELAIDE Hills wines are among those selected for a unique showcase in inner Mongolia.

Online wine distributor Dawine will showcase and sell Australian and French wines at the week-long Alxa FB-Life Festival to be held from October 1 in the Gobi Desert.

The Australian brands that Dawine will take to the Alxa Festival include the Atkins Family Winemakers' Fox Gordon and Atkins Farm wines, plus WA's Vasse Felix and Edwards wines.

Dawine expects its presence will give the company exposure to China's expanding middle-class, whose interest in wine is growing in line with their incomes.

Last year, this festival of wheels, sand, music, rock climbing, aerobatics, kung fu and wrestling attracted 936,000 visitors, even though it's an 18-hour drive from Shanghai.

Up to three million mostly Chinese visitors are expected in 2017.

Dawine executive chairman Piers Lewis said the Chinese government has been pumping money into building infrastructure for the Alxa Festival, and after the 2016 event.

This led the organisers concluding that the food and beverage offerings needed to be upgraded, he said.