

PIONEERING AUSTRALIAN WINE MAKING ITS WAY TO CHINA

Written on the 2 August 2017 by David Simmons

DAWINE Limited (ASX: DW8) will soon be exporting one of Australia's most famous wines into China, tapping into a \$520 million market.

Dawine has confirmed it received the exclusive rights to sell Vasse Felix Winery wines on its Tmall online store, via Vasse Felix's existing distribution channels in China.

Vasse Felix was established in 1967 as Margaret River's founding wine estate.

The brand is recognised as a pioneer in the Margaret River wine region, which is recognised as one of Australia's drawcard winery destinations.



Piers Lewis, executive chairman of Dawine says the arrangement with Vasse Felix makes perfect sense for the brand.

"Vasse Felix is a premium brand and perfectly matches Dawine's philosophy of only presenting the best examples of wines from the world's most famous regions," says Lewis.

Lewis says Dawine's ability to match Chinese consumers with the perfect wine is their distinguishing factor for the growing middle class of Chinese wine consumers.

"From a Chinese consumer point of view, purchasing foreign wine online can be quite daunting and a mystifying process, especially if you are new to the market," says Lewis.

"Dawine's methodology of selecting only the best examples from each region, both from a quality and price point of view is resonating well with the growing half a billion middle class of China."

The Vasse Felix brand is making a strong push into the Asian market. Recently the company hosted a world first virtual reality wine tasting event at the Awethentic Gallery in Hong Kong.

At the event, wines were accompanied by a virtual reality wine tour which allowed guests to experience a tour of winemaking in the Margaret River.

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