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CHINA'S RICHER FOR THE POURER

PAUL GILDER
WINE

FROM Margaret River to the Yangtze, listed online wine retailer Dawine has moved a step closer to offering its premium reds to the lucrative Chinese market.

Dawine, which already sells its largely West Australian and South Australian cabernet sauvignons and shiraz online in Australia, has signed on with seasoned store manager Alea E-Commerce in preparation for its launch on Chinese online sales channels Tmall and WeChat.

Alea, which Dawine says has aided other foreigners to enter the Chinese e-commerce market, will help give the wine merchant access to more than 400 million consumers.

Dawine executive chairman Piers Lewis said the appointment meant his company could “hit the ground running” in China with “a proven provider that can fulfil large volumes of sales”.

“The introduction of our Tmall and WeChat store further opens up a massive consumer access base, at least 13-14 times larger than Australia’s population,” Mr Lewis said. “Dawine is poised to be offered to the world’s largest e-commerce market.”

Tmall — owned by billionaire Jack Ma’s Alibaba Group — is Asia’s biggest online retail platform,

allowing businesses to sell directly to millions of shoppers across China.

WeChat is a Chinese version of Facebook, with almost 700 million active users who use the social network to communicate as well as pay bills and shop online.