

TASMANIA UNBOTTLED 2010

WINE TASMANIA



September 2010

SUCCESSFUL MAINLAND PROMOTION BY TASMANIAN WINE PRODUCERS

Tasmanian wine producers have returned exhausted but pleased with a whirlwind promotional tour of the mainland at the Tasmania Unbottled 2010 event.

The largest mainland promotion of Tasmanian wine, this event is held annually for trade and consumers in Melbourne, Brisbane and Sydney.

Twenty five wine producers from around the state showcased more than 100 award winning and new release wines alongside produce from the Bruny Island Cheese Company and Ashmores Seafood.

This year's program attracted more than 1,200 people to the main tasting event and four winemaker dinners, held at Pure South and the Palace by Luke Mangan in Melbourne, and Coast and 3 Weeds restaurants in Sydney.

Wine Tasmania's Chief Executive, Sheralee Davies, said the quality and number of trade and consumer visitors at the Sydney and Melbourne events were particular highlights.

"Attendance numbers in both Sydney and Melbourne were well above last year's event, with an increase in trade attendance by high quality restaurant representatives", she said.

"For the first time in 2010, a formal partnership with Sommeliers Australia was formed, and resulted in eight influential sommeliers visiting Tasmania prior to the Tasmanian Unbottled event and assistance by Sommeliers Australia in encouraging event attendance by high quality wine buyers".

The Tasmania Unbottled 2010 event program included a tutored tasting hosted by Max Allen, wine writer for The Weekend Australian Magazine and author of the new book, *The Future Makers*.

This tutored tasting, "Shining Lights", focused on Tasmania's classic and emerging wine styles from diverse grape growing areas around the state. Participants were guided through a tasting of eight wines from around the state, including two museum sparkling wines.

Tasmania Unbottled 2010 received strong support from both traditional and digital media, with more than 400 followers attracted to new event Facebook and Twitter profiles and a number of media attending the events.

Ms Davies advised that initial feedback from participating wine producers had indicated a number of wine sales had already resulted from the event, including restaurant wine listings and direct consumer sales.

"Further input from participating producers as well as event visitors is currently being obtained and will form part of the Tasmania Unbottled 2011 event planning."

Wine Tasmania would like to recognise and thank the Tasmania Unbottled 2010 partners: the Department of Economic Development, Tourism and the Arts, Tourism Tasmania, winesave™, Luigi Bormioli, Bruny Island Cheese Company and Ashmores Seafood.

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