



New-to-Market Wine: Blind Tasting & Promotion Event

Opportunity in Japan for new brands

Japanese professional taster assessment & introduction to wine importers

As a part of the AgriBusiness Expansion Initiative (ABEI), Austrade is partnering with WANDS, Japan’s leading international wine & spirits industry publication, to promote new-to-market Australian wines. Invest New South Wales, Government of South Australia, Government of Western Australia, and Victorian Government Trade and Investment agree to contribute to this project by funding the participation of wineries from their states.

Expressions of Interest are sought from wineries wishing to participate in **blind tasting** of new-to-market wines by 4 renowned Japanese sommeliers, to be held in Tokyo in January 2023. Wines recognised by the sommeliers across 5 categories will be featured in the March 2023 **issue of WANDS**. Austrade will publicise the list of 15 selected wines online and distribute this information to 100+ importers via e-mail. The importers will also be invited **to a wine tasting event to be held in the Australian Embassy and venue in Osaka** in March-April 2023. Here they can taste the selected wines and others produced by passionate wineries looking to attract the attention of Japanese importers.

Following the release of WANDS March 2023 edition, Austrade Japan will:

- Create an additional B2B online wine list to promote the selected wines and wineries
- Reach out to 100+ key wine importers with the wine list
- Organise a wine tasting event in March or April 2023 to introduce all the participated wineries/wine, including the 15 selected wines to wine importers
- Provide a project report on all promotional activities in May 2023
- If any importer is interested to any wine brand/wineries, provide the official introduction between winery and importer(s)



This project is a cost-effective method to promote new-to-market wine brands concurrently to a wide range of Japanese importers. By promoting those wines selected in the blind-tasting, Austrade will attract importers to the Tasting Event, where they are able to taste all participating wines and receive detailed information on each winery and wine. The opportunity to have your wine selected and garner attention from buyers requires minimal investment - samples and shipment costs only.

*Any article-related costs or additional blind tasting related costs will be covered under ABEI and by the NSW, SA, WA, and VIC state governments.

Anticipated outcomes for participating wineries:

- Written feedbacks of the wine's tasted by leading industry specialists
- For wineries with wines selected as a "Top Wine", brand exposure throughout the industry through:
 - Appearance in the WANDS magazine
 - Inclusion in an e-mail to 100+ Japanese wine importers
- Showcase all the wines in a tasting event in front of the targeted wine buyers in both Tokyo and Osaka.

(NB: If there are concrete interests from buyers, Austrade Japan team will introduce the buyers to wineries, although there is no guarantee that business leads will be generated for participating wineries.)

Blind tasting

Participating wineries are requested to nominate 5 entry wines. Based on the winery's entry, selection of the 3 wines for the sommeliers to blind taste will be made by WANDS. The cost of participating in the blind tasting event is a total of 9 bottles (3 bottles per 1 SKU; 1 for selection, 1 for Tokyo tasting, 1 for Osaka tasting) of wine and the cost of shipment.

15 Awards

- Category 1: FOB AUD up to 10 Red
- Category 2: FOB AUD up to 10 White
- Category 3: FOB AUD up to 16 Other (Rose/Orange)
- Category 4: FOB AUD from 10 to 16 Red
- Category 5: FOB AUD from 10 to 16 White
- Best wine brand from each state (NSW, SA, WA, VIC). à This can be duplicated with the winning brand from other 5 categories.

* According to WANDS analysis, in 2021, Australian Wine (FOB AUD 6.5 to 10) increased in sales volume by 5% in Japan. Approximately 21,000 cases (12 bottles) of Australian wine at FOB AUD 6.5 to 10 were sold in 2021, and 7,000 cases of Australian wines priced at FOB AUD 10.1 to 16 were sold.

Required Information: (To be provided once WANDS has selected the participating wines)

- Category (1,2,3,4,5)
- Winery name
- State & region
- Winery URL
- Established year, annual production
- Wine name & vintage

- Grape variety
- Wine making details
- Alcohol percentage
- Sugar g/l, pH, TA g/L, Total SO2
- FOB price
- Image of Bottle (JPG, 1MB)

Required Samples: 9 wine (3 bottles each x 3 categories)

- Address to be advised after the application is accepted
- Sample and shipment cost to Japan must be covered by the winery
- 1 wine for the tasting and judgement by 4 professional tasters with WANDS selection, 1 wine for Tokyo Tasting Event, 1 wine for Osaka Tasting Event

Industry magazines/newspaper partners

WANDS (<https://wandsmagazine.jp>)

A leading wine specialist industry magazine

Project Schedule

11 November	Expressions of Interest close
By 18 November	WANDS will select the 3 wines to taste (out of 5) from each winery
24 November	Austrade to respond on wines selected, required samples and delivery details. <i>*Please arrange your sample as soon as you receive the request. Due to COVID-19, sample delivery is taking longer to reach Japan.</i>
By 16 December	Final arrival date for samples and required information
TBA (late January 2023)	Blind tasting (over 2 days)
February	WANDS prepares the article
6 March	WANDS article published Austrade to announce the result to all the participants
Mid-March	Austrade e-mails information on the top 15 selected wines to target importers
Mid-April	Tasting event in Tokyo at Australian Embassy and at a venue in Osaka for wine importers
End of May	Austrade final project report to all wineries with translated WANDS article and tasters' comments in English.

Next steps

Expressions of Interest can be submitted using the following links.

Expressions of Interest for the blind tasting close **on 11 November 2022.**

<https://www.austrade.gov.au/Event/japan-wine#/event>

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