



FOR IMMEDIATE RELEASE

Friday, 5 December 2014 - The Asian Wine Producers Association (AWPA) is pleased to announce that, following its formal launch and inaugural promotional activities at the Hong Kong Wine & Spirits Fair (November 6th to 8th) it has moved into its next operational phase as a collaborative alliance of like-minded wine producers with common goals.



THE MEMBERSHIP BASE

Wine is now being made from locally grown grapes in 13 countries across Asia. The initial membership of the AWPA consists of wineries from six of these countries: Japan, China, Thailand, India, Indonesia and Myanmar. A broader membership will follow as the operational phase gathers momentum. As well



as locally owned and operated wineries, multi-national wine companies with active wineries in Asia will be welcomed as members when they conform to membership criteria. Industry organizations will be welcomed as Associate Members and fully encouraged to participate in and support AWPA events and activities.

Membership is restricted to *grape wine producers* producing quality grape wine from *locally grown grapes*. Some member wineries may use imported grape material but this must not exceed 15% of content, and must be declared on labels. Through 2015 a formal accreditation system will be considered which would authorize qualifying member wineries to use the AWPA logo on their promotional material and wine labels.

ACTIVITIES FOR 2015

A membership drive is a priority activity for 2015. The Foundation Member wineries will be the principal promoters of membership to other wineries in their own countries. The APWA management team will promote membership beyond this.

Marketing activities such as PR and Social Media for the AWPA and Member wineries will be coordinated by Sula Vineyards and Shardul Ghogale, Sula Vineyards, Manager International Business (shardulg@sulawines.com).

In order to determine future events and activities that would be of most benefit to regional winemakers and viticulturists, a dialogue has begun with the viticulture and winemaker connections at existing member wineries and potential new members. This is being coordinated by Nikki Lohitnavy, Oenologist and Winemaker, at Thailand's GranMonte Winery (nikki@granmonte.com).

The website will be handled by Maryse LaRocque at Hatten Wines (development@hattenholding.com).

Members are now working on providing additional information and resources to make the AWPA website both an effective communication tool between members as well as a key first point of contact for people thinking about Asian wine as well as for promotion of members' wines to regional and international audiences. In addition to general winery profiles the website will also present members' wines and list international awards they have received for their wines. An on-line newsletter will follow in due course.

In this context it is important to note that there were 14 Asian wine producers with entries in the Hong Kong International Wine & Spirits Competition (HK IWSC) this year, six of them Foundation Members of the AWPA. Overall, Asian entries took out a total of 86 medals. The four Gold Medals were won by



AWPA Members and also the four Trophies. Not surprisingly, three of the four Trophies were for the best match with traditional Asian foods.

The next annual general meeting will be held in Hong Kong in November 2015.

BACKGROUND

THE ORIGINS

After several years of discussion among wine producers in several countries in Asia, a Steering Committee was formed and it met at the Hong Kong Wine and Spirits Trade Fair in November 2013 to consider a membership charter, a functional focus and a range of practical activities that would benefit members. This conclusion was then presented to a broader group of wine producers attending the Fair and 10 Foundation Memberships were committed.

VISION & MISSION

Wine is being made from locally grown grapes in 13 countries across Asia. The biggest producer is China, now ranked No.5 Wine Producing Nation Globally by the Organisation of Viticulture and Wine (OIV). The next largest is Japan, then follows India, Thailand, South Korea, Taiwan, Vietnam, Myanmar and Indonesia (Bali). There are minor scale or experimental projects in Cambodia, Nepal, Bhutan and Sri Lanka.

There is a growing view in the region that wine producers can combine efforts to facilitate constructive consultation and exchange of information on important industry development issues. The AWPA can provide a platform to pursue the regional industry's interests with appropriate wine-related industry and government bodies - both within the region itself and with long established Old World and New World national and international organisations. It will also provide an effective means to project the industry's achievements to international markets and to promote consumer awareness in major global wine markets.

Some of the initial activities being planned include:

- Promoting Asia as a large and respected wine region
- Promoting the AWPA as a means to obtain and exchange global industry input
- Creating an awareness and enhancing the image of the Asian Wine Producers Association, both in the respective domestic markets and in international markets



- Publicising wine tourism options in the region
- Planning a regional owner, winemaker and vineyard manager forum to share and exchange experience.

MEMBER BENEFITS

It is considered that the principal benefit for members will be to have access to an operating mechanism that will allow regional wine producers to more effectively access international industry experience, resources, technology and equipment. But it is also seen as providing a mechanism for individual Asian wine producers to share experiences with other producers in the region. It will also create a critical mass to justify a regional presence in wine events and functions.

It will also provide a platform to attract recognition and respect for the achievements of wine producers in Asia. This will stimulate interest among the global wine community and encourage people in the industry globally to become more familiar with or, indeed, actively associated with wine production in the Asian region. Promotional activities that may be undertaken by the AWPA should also reinforce regional and global marketing activities by Asian wine producers.

For more info, please visit www.asianwinesassociation.com

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