

UK and Ireland trade tasting collaboration offers wine trade access from Australia and New Zealand

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Wine Australia and New Zealand Winegrowers are inviting UK and Ireland-based trade representatives to register for upcoming trade tastings in Dublin on 27 January, London on 30 January and Edinburgh on 4 February.

In a first for these key markets, the two national associations will come together to host this event. New Zealand Winegrowers's annual trade tasting has been running since 1982 and Wine Australia's since 1986.

Chris Stroud, New Zealand Winegrowers Market Manager for Europe, said he was very pleased to team up with Wine Australia:

"Last year, our trade tastings were a week apart and in the same venue in London. Teaming up enables importers to showcase a wider portfolio at one event, and it helps buyers, retailers and sommeliers get the most out of a day away from their business."

Mark Stephenson, Director at retailer Grape and Grain, said the collaboration is a fantastic initiative and he'll be attending the London tasting to seek out new wines:

"Wine Australia and New Zealand Winegrowers joining forces is great news for the trade. There's synergy between the two countries, the wines are complementary, and the joint event helps buyers juggle busy schedules."

Across the roadshow, there will be more than 1,000 wines from 200 brands spanning 54 regions in Australia and New Zealand. The line-up features 44 grape varieties from more well-known varieties Chardonnay, Sauvignon Blanc, Pinot Noir and Shiraz, to smaller plantings including Albariño, Assyrtiko, Chenin Blanc, Nebbiolo and Uva di Troia.