

Wine Australia launches unified push to boost local wine consumption

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The Australian grape and wine sector is being called to rally behind an exciting new message that reframes how domestic consumers connect with Australian wine.

The message is clear, powerful and proudly local: "We make a wine for that."

This new campaign invites the entire wine sector, whether you are a producer, distributor, or seller, to join a shared effort to connect with Australian drinkers by celebrating the quality and diversity of Australian wine and reminding consumers that, whatever the occasion, there is an Australian wine that meets their needs. With alcohol consumption increasingly shaped by shared experiences, lifestyle rituals and a desire for meaningful connection, now is the time to ensure Australian wine is seen as a relevant option for the occasions that define today's culture.

From backyard BBQs and camping trips to celebrations and catch-ups with friends, the idea is simple: no matter the occasion, there's no need to look further than our backyard.

Insights from the IWSR Australian Wine Landscapes Report 2024 underscore the importance of the approach. Data reveals a shrinking wine-drinking population, making it critical to retain existing consumers across a broader range of consumption occasions and re-engage those who have low category engagement or are choosing alternative alcoholic beverages.

Developed by Wine Australia, the new campaign responds to clear sector feedback and delivers a key priority from the One Grape & Wine Sector Plan. Producers called for Wine Australia to champion Australian wine here at home, with a message the whole industry can stand behind to build domestic market share.

"We make a wine for that" is a category-led campaign designed for every winery, region, retailer, venue and brand. It's designed to align Australian wine with the moments that matter to spark local pride and consumer relevance. Businesses are encouraged to download the free campaign toolkit and begin planning events and activations that reflect occasion-based consumption; moments that bring the "we make a wine for that" message to life in a way that fits their

brand.

Dr Martin Cole, CEO of Wine Australia, says the campaign was developed in collaboration with the sector to elevate Australian wine as the beverage of choice for more alcohol-consumption occasions.

“Experts from the sector, Joint Marketing Group (JMG), provided guidance and insight to support the development of the campaign and ensure it meets the needs of our vast business types.”

“Highlighting Australian wine’s relevance for more occasions was identified as a strong platform to build the campaign around. We already make world-class wines that belong in those moments, so this is our opportunity to remind people of that and give them confidence in choosing Australian wine.

“The real value here is relevance. Showing Australian wine as a relevant option for the moments that matter, with messaging that makes Australian wine feel familiar, local, and easy to choose. We encourage the sector to get behind this campaign, to amplify the message and impact purchasing behaviours for the benefit of the sector,” said Dr Cole.