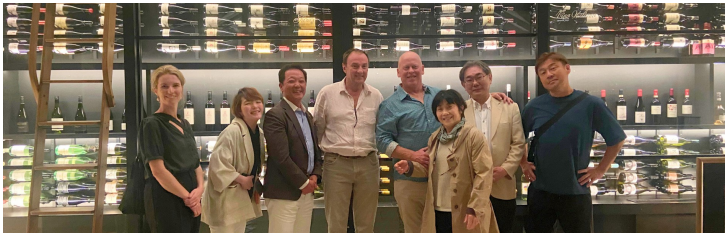


Japanese trade professionals explore Australian wine regions

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Wine Australia recently hosted a successful inbound visit by five Japanese on-premise professionals as part of its ongoing efforts to grow the profile of Australian wine in Japan.

The guests were the top-performing participants from the Discover Australian Wine trade campaign and promotion, achieving the highest sales results across Japan's on-premise sector in March and again in October–November 2024. The campaign, designed to increase visibility and sales of Australian wine in key Japanese venues, achieved outstanding results and continues to drive interest in premium Australian wine offerings.

As part of their prize, the guests embarked on a tour of Sydney, Hunter Valley, Melbourne and Yarra Valley, gaining first-hand insight into the quality and diversity of Australian wine across regions, climates and wine styles.

Throughout the visit, guests were warmly welcomed by local wineries and regional representatives, sampling more than 50 wines from over 20 producers, many of which are currently available in the Japanese market. The immersive experience included guided tastings and winery tours, and engaging conversations with winemakers, bringing the story of Australian wine to life in a uniquely personal and memorable way.

"This visit provided a special opportunity for our Japanese guests to connect with the people and places behind the wines they champion in their home market," said Paul Turale, General Manager Marketing, Wine Australia.

"It was a special experience to delve into the history, viticulture and vinification of thoughtfully selected tasting wines across each venue and to engage with the winemakers directly.

"The passion and enthusiasm of our Japanese guests was matched by the warmth and generosity of our regional hosts, and we were thrilled to showcase the authenticity, quality and diversity that defines modern Australian wine."

The visit follows a strong year of engagement in-market, and Wine Australia is preparing to launch the third edition of the Discover Australian Wine campaign in Japan this October and November. The campaign will follow the Australian Wine Japan Roadshow 2025, continuing to strengthen commercial relationships and build brand equity for Australian wine in one of its most important export markets.