

Australian Wine and Food Sectors Strengthen Korea Market Presence

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Australia's premium wines were showcased in South Korea as part of the eighth Taste the Wonders of Australia market activation, aimed at strengthening trade ties and promoting the country's food and beverage exports. The two-day event in Seoul was organised by the Australian Food and Wine Collaboration Group, which brings together several industry bodies to promote Australian produce in key international markets.

The collaboration group includes Wine Australia, Hort Innovation, Dairy Australia, Meat & Livestock Australia and Seafood Industry Australia, working collectively as "Team Australia" under the national brand. The initiative aims to highlight the quality, safety and reliability of Australian food and wine while strengthening relationships with key stakeholders in global markets.

Held in Seoul, the activation brought together South Korean wine importers, restaurateurs and industry leaders through a series of events, including a targeted industry roundtable, hands-on workshops, a media conference and the Taste the Wonders of Australia Gala Dinner.

According to Sarah Roberts, Regional Manager Asia Pacific at Wine Australia, South Korea remains a "relationship-driven" market where industry engagement and education are crucial for maintaining visibility among trade partners.

Roberts noted that the wine seminar, attended by more than 50 participants, focused on pairing Australian wines with Korean cuisine and was particularly well received. She highlighted that South Korea is a highly "academic" wine market, where participants take wine education seriously and actively engage with technical discussions and tastings.

The visit also revealed emerging opportunities for Australian wine producers. Despite cost-of-living pressures affecting many consumers, Roberts said there is growing demand for lighter wine styles, including sparkling wines and lighter reds, driven in part by strong health and wellness trends among Korean consumers.

These trends, she noted, align well with Australia's diverse wine portfolio and could support further market growth.

The South Korea activation marks the eighth event under the program, following similar initiatives in Thailand, Vietnam, Indonesia, Taiwan, Japan and Malaysia. Over the past four years, the collaboration group has engaged with more than 1,700 government and trade representatives to strengthen commercial networks and support long-term export growth for Australian producers.