



Cellar's market online

- Font size: [Decrease](#) (#) [Increase](#) (#)
- Email article: [Email](mailto://heraldsun/email/popup/0,21993,23805660-664,00.html) (/heraldsun/email/popup/0,21993,23805660-664,00.html)
- Print article: [Print](#) (javascript:print();)
- Submit comment: [Submit comment](#) (#submit-feedback)

Article from: (<http://www.news.com.au/heraldsun/>) **Herald Sun**

Paula Beauchamp
June 04, 2008 12:00am

OVER the past decade, Victoria's Warrenmang Vineyard - an award-winning boutique winery in the fertile Pyrenees region - has watched its export fortunes soar.

From an initial \$75,000 order placed by Japanese clients in 1996, the company's wine exports now make up about a third of owners Luigi and Athalie Bazzani's business revenues.

While Mrs Bazzani credits the high quality of the couple's prestige wines and a multitude of awards with much of their success, she says the internet is playing a significant role.

"I think people are becoming much more sophisticated in their tastes and they are doing a lot of research on the internet.

"People can investigate wine results and awards with the flick of a finger and the number of orders we get from clients via the internet continues to grow."

That said, frequent marketing trips overseas to establish and maintain relationships with clients and agents have proved essential.

Five years ago the United States was Warrenmang's biggest export market. In the past two years, sales to Singapore have eclipsed those to North America, with the winery's award-winning Warrenmang Estate Shiraz and Black Puma Shiraz proving popular.

In one trip to Singapore, 350 dozen bottles of Luigi-Tribute-30th anniversary wine were snapped up in just 48 hours. The wine retails in Australia for about \$110 for a 750ml bottle.

"A lot of international business is done in Singapore and they have adopted the western ideal of enjoying wine with food more quickly than Hong Kong or Japan," Mrs Bazzani said.

Indeed the company's top end wines are so popular that many clients order and pay in advance of a release to ensure they get their allocation.

It is, perhaps, just reward for observing time-honoured traditions, such as hand pruning and selectively handpicking fruit.

"It's a really wonderful way to sell wine," said Mrs Bazzani, who modestly describes the couple's efforts as 'just a husband and wife plodding away in the bush'.

Victorian Wine Industry Association chief executive Joanne Butterworth-Gray says local wines are making their presence felt in the Asian market - largely in South Korea, Singapore and China.

Victoria has 21 separate wine regions, with an emphasis on boutique production at higher price points, Mrs Butterworth-Gray said.

"We need to raise the awareness of the Victorian wine story internationally. We have everything from warm climates to snow regions.

"It's quite a story; we are packaging it to help the market understand the diversity of what we produce."

According to the Australian Bureau of Statistics, the value of Victorian wine exports rose from \$329 million in 2002-03 to \$648 million in 2006-07.

Although production levels are rising again this year, the effect of this decade's drought is likely to reduce the value of Victoria's wine exports in 2008-09.

But Mrs Butterworth-Gray is adamant Victoria's time has come.

"We are a little bit new," she said.

"South Australia has held market share for many years, but in Victoria we are getting our story together."

Tourism Victoria is assessing expressions of interest from winemakers in Victoria for the marketing of wine at Walt Disney World's Epcot Theme Park in Florida between September and November.

Marketing director Don Richter said Victoria's participation at Epcot would promote the state as a tourism destination and highlight its wines.

He said the 1.3 million visitors to Epcot were typically high-spending consumers with a higher-than-average likelihood of travelling to Australia to enjoy good food and wine.

Share this article [What is this?](#) (#)

- [Digg this](#) (#)
- [Post to del.icio.us](#) (javascript:location.href='http://del.icio.us/post?v=4;url='+encodeURIComponent(location.href)+';title='+encodeURIComponent(document.title))
- [Post to Newsvine](#) (#)
- Font size: [Decrease](#) (#) [Increase](#) (#)
- Email article: [Email](mailto://heraldsun/email/popup/0,21993,23805660-664,00.html) (/heraldsun/email/popup/0,21993,23805660-664,00.html)
- Print article: [Print](#) (javascript:print();)

Ads By Google

- [Dromana Estate Wines](#)

Buying wine, made simple and easy. Direct from our cellar to your door

www.dromanaestate.com.au

(http://pagead2.google syndication.com/pagead/clk?sa=l&ai=B_kDQC0CBSK4hkKCoA-
iprfwCtYedRenynsQFwl23AbD6TxABGAEgqOmsCygDOABQ6Omp9wdgpcCjgKQBsgEPd3d3Lm5d3MuY29tLmF1yAEB2gE-
aHR0cDovL3d3dy5uZXdzLmNvbS5hdS9oZXJhbGRzdW4vc3RvcnkvMCwsMjM4MDU2NjAtNjY0LDAwLmh0bWYAAgGpAg5F3EAjT7A-yAKbt68EqAMB6AOYA-
gDIQPoA_gF9QMAAAA9QMkAAAAiAQBKAQBmAQA&num=1&adurl=http://dromanaestate.com.au/wineonline/&client=ca-nd-heraldsun_js)

- **"How To Lose Belly Fat"**

CNN Special Report: Try This Secret Proven to Melt Your Belly Fat.

www.FireYourFat.com

(http://pagead2.google syndication.com/pagead/clk?sa=l&ai=BW1MeC0CBSK4hkKCoA-
iprfwC48KlcbuA2twlpabuohGg0RkQAhgClkjrAsoAzgAUOqlnYoDYKXAo4CkAaABz4iF9wOyAQ93d3cubmV3cy5jb20uYXXIAQHaAT5odHRwOi8vd3d3Lm5d3MuY29tLmF1L2hlcmFsZHN1bi9zdG9y-
num=2&adurl=http://www.FireYourFat.com&client=ca-nd-heraldsun_js)

- **Mornington Peninsula**

Discounted Rates: Cottages, B&B's, Apartments & Retreat accommodation

www.Azimuth.com.au

(http://pagead2.google syndication.com/pagead/clk?sa=l&ai=BlesPC0CBSK4hkKCoA-
iprfwC4oWVUeyGr9lCwl23AZDPUxADGAMgqOmsCygDOABQxdbwgv3_____AWClwKOApAGgAZqS7v4DsgEPd3d3Lm5d3MuY29tLmF1yAEB2gE-
aHR0cDovL3d3dy5uZXdzLmNvbS5hdS9oZXJhbGRzdW4vc3RvcnkvMCwsMjM4MDU2NjAtNjY0LDAwLmh0bWYAAgGpAg5F3EAjT7A-qAMB6AOYA-
gDIQPoA_gF9QMAAAA9QMkAAAAiAQBKAQBmAQA&num=3&adurl=http://www.Azimuth.com.au/&client=ca-nd-heraldsun_js)

© Herald and Weekly Times. All times AEST (GMT + 10).