



AUSTRALIAN WINE SUCCESS IN QUÉBEC

SAQ promotion sales reach nearly \$3 million in first weekend of sales

Toronto - May 16, 2012 - Wine Australia is pleased to announce a successful start to a month-long Australian wine thematic in Québec with the Société des alcools du Québec (SAQ). The May 2012 promotion is a partnership between the SAQ and Wine Australia to drive visibility and sales for premium Australian wines.

Resulting sales for the promotion exceeded expectations reaching over \$2.96 million in combined in-store, on-line and mail order transactions.

SAQ stores launched the May promotion with a special 10% rebate on all Australian wines on Saturday, May 5th and Sunday, May 6th. Australian wines sales were up 402% with revenue of \$2.35 million in stores over this first weekend. One bottle out of six sold was a premium Australian wine. The average bottle price was \$16.16, which is \$1.54 higher than the overall average bottle price at the SAQ.

In addition to in-store tastings and displays, the SAQ Signature services launched a *Courier Vinicole* [issue](#) (a specialized mail order catalogue featuring an assortment of fine wines from internationally renowned vineyards) dedicated solely to Australian wines and featuring 48 premium wine offerings. The *Courier Vinicole* release generated sales of over \$600,000 and is 80% sold-out.

"We are very happy with the weekend results. This is an important win for Australian wine and a great launch pad for future programs in Quebec with the SAQ." enthused Erika Neudorf, Wine Australia Market Development Manager- Eastern Canada.

Geoff McFadzean, Wine Australia Market Development Manager - Canada agreed and added, *"The success of the SAQ kick-off weekend is a great indicator that our market programs are on track here in Canada. We are working actively with Liquor Control Boards across the country to create more Australian promotions and to showcase that, when given the opportunity, consumers buy and enjoy premium, diverse and regional Australian wines."*

Extensive staff training sessions for the SAQ wine team were conducted the last week of April and first week of May in the lead-up to the May 5th – May 6th weekend sales drive. Over thirty Australian winemakers visited Montreal from May 4th – May 7th to support the promotional efforts and to host a series of consumer events with the SAQ, including a gala tasting for over 300 consumers at Marche Bonsecours in Old Montreal; three fine dining evenings at top restaurants in Montreal: Andiamo, Chez L'Épicier, and Place d'Armes; and a day of golf at Le Mirage with SAQ staff and top customers.

Wine Australia Canada has confirmed programs through 2012-2013 with Liquor Control Boards in Ontario, British Columbia, New Brunswick and Nova Scotia.

- 30 -

Contacts:

Shelley Hamer-Jackson: Communications Manager, Canada, Tel: 604 537 7754 Email: shelley.hamer-jackson@wineaustralia.com

Geoff McFadzean: Market Development Manager: Canada, Tel: 416 457 4021 Email: Geoff.mcfadzean@wineaustralia.com

About Wine Australia:

Wine Australia is an Australian Government statutory authority established in 1981 to provide strategic support to the Australian wine sector. Its mission is: To enhance the operating environment for the benefit of the Australian wine industry by providing the leading role in: market development; knowledge development; compliance; and trade.

The group is led by [Andrew Cheesman](#), Chief Executive Officer, based in Adelaide. [James Gosper](#), General Manager, Market Development (based in Sydney) oversees the Market Development activities globally. Wine Australia has international offices in the USA, Canada, China, Hong Kong, the UK, Ireland and Japan. In North America, Wine Australia is led by Regional Director, [Angela Slade](#) and provides a collaborative framework for the Australian wine category to secure maximum trade, press and consumer visibility across USA & Canada.

Canadian Team: [Geoff McFadzean](#) manages a team of two industry professionals, and together they are responsible for market development, trade promotions and communications across Canada.