



PINOT AND ASIA

Wine critic Jeannie Cho Lee MW urged Aussie winemakers to be smarter at building a brand position in Asia, at the Stonier International Pinot Noir Tasting in Melbourne. A discussion panel led the conversation which included Cho Lee, James Halliday, Stonier winemaker Mike Symons and Jane Faulkner, and answered questions about the difficulty of marketing Australian Pinot abroad given the low volumes. Cho Lee suggested Australian producers should identify an allocation of their more premium wines specifically for China and present the wines in collaboration with their region. "There has been disillusionment with top-level Bordeaux wine," she said. "Auction houses are doing more and making more margin with Burgundy which represents quite a shift in focus from Bordeaux. This helps to position Pinot wines, regardless of where they're from. Highlighting geographical regions and marketing as a community will draw attention to Australian Pinot beyond the volume based, commercial wines many international consumers associate with Australian wine. Scarcity is what drives demand across any luxury product no matter what the price point."