

WINE PROMOTION IN CANADA, 2008

Event Overview

In early 2008 AMAG entered into a strategic alliance with the Australian Wine and Brandy Corporation's marketing arm, Wine Australia, to promote wine sales in Ontario, Canada using the Australian Made, Australian Grown logo as a key part of the branding. The promotion, focused on restaurants, gave Canadians an opportunity to literally get a taste of Australia.

Promotion Overview

The Regional Heroes program commenced in late September 2008, with nine restaurants taking part in the Toronto metropolitan area of Ontario.

Restaurants with an existing and well regarded wine reputation were the target, with an aim of increasing adoption and performance of Australian listings during the promotional period, and creating an enduring benefit of improved awareness beyond the duration of the activity.

The level of engagement in all of the restaurants was high, with all participating businesses having to commit to an extensive staff training program prior to commencing any promotional period (6 weeks). The staff training was well received by all participants, with many surprised by the diversity of the wines and commenting on the knowledge gained.

The focus was on eight regionally distinct wines per restaurant and all restaurants reported an increase in both volume and value of Australian wine sales. One participating business – Miller Tavern, Toronto – found that: more than 1,300 bottles of regionally distinct Australian wines were sold over the 6 week period, contributing a 45% increase in volume sales compared to the previous year.

In addition to the promotional period, the AMAG investment provided scalable benefit to a wider range of educational activities that were then rolled out across the country to support trading-up in the Australian regional wine category.

To date, the most significant outcome of this additional activity is a commitment from the LCBO (Ontario's monopoly Government liquor board) to focus on regional Australia, and a potential in-store promotional execution for 2010/11.

Regional Heroes Master classes

Regionally distinct/fine wine master classes were held in Halifax, Montreal, Ottawa, Edmonton, Calgary, Toronto, Vancouver and Winnipeg. These master classes targeted trade, media and consumers. Approximately 400 people attended the sessions in total (50 per session).

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.