




MARGARET RIVER WINE

“6 in 60 – Margaret River Wine Masterclass Series” in Singapore Expression of Interest

Background	
Background	<p>Over the last 3-years the MRWA Export and Wine Tourism Plans have had a strategic focus on Singapore. Promotions have included in-market events, masterclasses, PR and famils to drive sales and support new exporters. Singapore has one of the highest values per litre for Margaret River wine at \$15.62 (vs. USA at \$11.99 and China at \$12.75).</p> <p>The “Margaret River Wine Tasting Series” will present WA’s best wines and personalities to this market in a virtual way.</p> <ul style="list-style-type: none"> • There would be a minimum of 20-30 guests per session, and four masterclasses in the month of April 2021 • Each masterclass would showcase of different wineries, which would be grouped based on themes • Guests would buy a ticket to the F&B venue and a winemakers/ambassador will personally <u>host the masterclasses via video conferencing from Margaret River</u> • Following the masterclass, guests will be directed to the www.margaretriver.wine/shop-singapore/ and encouraged to purchase their favourite wines at a special rate from the importer in Singapore or directly from the winery <p>This program is supported by</p> <div style="text-align: center;">  <p>Government of Western Australia Department of Jobs, Tourism, Science and Innovation</p> </div> <p>Link to more information about the Access Asia Grants #WAbusinessgrants #accessasia #asianengagement #internationalengagement</p>
Event Details	
Event name:	“6 in 60 - Margaret River Wine Tasting Masterclass Series” Working title
Format:	<ul style="list-style-type: none"> • 6 wines in 60 minutes • Masterclasses with a relaxed and fun atmosphere • Room set up-in long-table / dining room format with small groups (not classroom format) and adhering with SINGAPORE’S COVID-19 RESTRICTIONS
Date & Time:	It is intended these masterclasses will be held at 3pm or 4pm on Saturday or Sunday during the month of April 2021.
Panel Led by:	An on-ground MC in Singapore plus a winemaker/ambassador from Margaret River (via video conferencing)
Duration:	1 hour per masterclass
Location:	Singapore – various F&B Venues
Target Audience:	Consumers x 40 pax per event (Ticketed) Media & Influencers x 2 per event (FOC)

Key Objectives:	1. Create buzz around Margaret River wines (with PR, social media and tasting events) 2. Drive sales with premium wine drinkers 3. Increase Importer confidence of Margaret River wine's desirability 4. Arrest any further declines this financial year.
Wine Details	
Masterclass Themes (Final selection TBC)	<ol style="list-style-type: none"> 1. Crazy about Cabernet / Coveted Cabernet / Cabernet Cravings (focus on top Cabernet of MR) 2. Margaret River Next Gen (focus on new labels, young producers taking innovative approach or making wines with emerging / alternative varieties) 3. Natural Selection / Getting Funky with It (focus on natural wines) 4. Sustainable Sippers (focus on organic / Sustainably Certified) 5. Let's get Fizz-ical / Méthode Margaret River (focus on MR sparkling wines) <p>Nb: open to other suggestions from wineries/Singapore importers</p>
Venues:	<ol style="list-style-type: none"> 1. Wine RVLТ <ul style="list-style-type: none"> • Natural wine bar; open Sat from 1pm • Website here 2. 75CL <ul style="list-style-type: none"> • Nice tasting area setup • Website here 3. Ginett Restaurant & Wine Bar <ul style="list-style-type: none"> • Private room for event; significant database/ followers; open all-day • Website here 4. Rebel Rebel Wine Bar <ul style="list-style-type: none"> • Natural wine bar - newly opened so still getting a lot of attention; open Sat from 3pm • Website here <p>In terms of the proposed bars above, the event agency has considered:</p> <ul style="list-style-type: none"> • Space fits 30+ paxs for the event comfortably for a weekend afternoon • Wine RVLТ and Rebel Rebel are natural wine bars, which fits if we are pursuing this theme on natural wines <p>Nb: open to other suggestions from wineries/Singapore importers</p>
Number of producers:	24 producers (max. 6 producers per masterclass x min. 4 masterclasses)

Bottles required:	4 bottles FOC per wine (50 x 60ml pours)
Wine delivered:	Producer to <u>cover delivery costs</u> of wine to the Singapore F&B venue
User Pays:	AUD \$500 (ex GST) per producer * This fee assists to cover Event Management, PR & Media ** Cost may be eligible for 50% rebated through EMDG or other Wine Export Grants
Other event specific criteria:	1. Made from 100% Margaret River GI fruit 2. Ideally awarded Gold Medal at Margaret River Wine Show OR 95+ points OR equivalent 3 rd party endorsement (Please specify publication)
Timeline	
EOI submission:	COB Friday 19 March 2021
Wine delivery:	Details will be advised upon final wine selection confirmation.

* MRWA will advise everyone who submits an EOI which wines were successful / unsuccessful

ADDITIONAL ENQUIRES

Please contact Amanda on 0417 948 736 or amanda@margaretriver.wine with any questions.