



# MARGARET RIVER WINE

**MEDIA RELEASE**

**For Release 20 June 2022**

## **Wine Folly Releases Margaret River Region Guide**

Wine Folly, the leading global digital wine education platform, has announced the launch of the Margaret River Region Guide, the first comprehensive digital guide to the Margaret River Wine Region and the first of its kind in Asia Pacific.

*“This kind of access and exploration of a remote and high-class wine region is exactly the kind of unique education experience we’re striving to bring to wine learners. This guide is driven by the wine producers of the region and showcasing wines that might never enter the awareness of the North American market,”* said David Gluzman, CEO of Wine Folly.

Margaret River Wine Association CEO, Amanda Whiteland says *“The Wine Folly website receives millions of visitors per month, and it is really exciting that Margaret River is being spotlighted as their eighth Regional Guide.*

*“Margaret River is a breathtaking wine destination, that enjoys a textbook perfect climate for fine wines. The region’s 100 cellar doors, gourmet culinary experiences, stunning coastline and nature attracts over 1.5 million overnight visitors per year.*

*“We are confident that beginners to wine experts will enjoy learning more about the Margaret River wine region with Wine Folly through their fun and playful approach to wine education.”*

Wine Folly’s Region Guides enable learners to explore wines, wineries, and regions around the world from anywhere in the world. Producer data is supported by exclusive content created by award-winning author Madeline Puckette and Wine Folly’s Head of Wine Education, Christine Marsiglio MW.

Margaret River is the eighth Region Guide produced by Wine Folly in a constant pursuit to change wine education and discovery.

### **Wine Folly Region Guides**

- Margaret River
- Walla Walla Valley
- Napa Valley
- Argentina
- Alto Adige
- Sicily
- Bordeaux
- Paso Robles

Discover the Margaret River Region Guide at [margaretriver.guides.winefolly.com](https://margaretriver.guides.winefolly.com)

Margaret River is one of the most pristine and geographically secluded wine regions in the world, and it makes some of Australia's most noteworthy wines. The producers of the region are considered boutique – with many producing less than 5000 cases annually. Rare wines and breathtaking coastal landscapes are waiting to be discovered in the new Wine Folly Region Guide.

The Wine Folly Margaret River region guide has been brought to you by the Margaret River Wine Association and the Department of Primary Industries and Regional Development, as part of the WA Wines to the World Program.

-ENDS-

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**About Margaret River Wine Association**

The Margaret River Wine Association (MRWA) is the peak body for Margaret River grape growers and winemakers and represents their interests to promote, protect and enhance Margaret River fine wine.

The Association is an independent, non-profit organisation, financed by its members with additional funding sourced through sponsorship and grants. MRWA has 200 industry members and 50 associated Grape Grower and Commercial members.

MRWA was established in the late 1970s as the Margaret River Grape Growers & Winemakers Association and in 2022 it celebrates its 40th Anniversary since incorporation in 1982.

**About Folly Enterprises**

Folly Enterprises are the people behind the Wine Folly ([winefolly.com](http://winefolly.com)) and Global Wine Database ([gwdb.io](http://gwdb.io)) brands. They are focused on producing compelling user experiences and products that have a significant impact on the wine industry.

Wine Folly connects people to wine. Through online discovery, people connect with the stories and people who are making great wines. The site offers educational products, engaging content, and a web portal to a progressive, knowledge-driven wine culture.

Global Wine Database is a platform for wine data. Specifically, accurate wine information sourced directly from wine producers globally. Accurate information helps the industry at every level from farm to table.