



FY23-24 MARKETING OPPORTUNITIES

MASTERCLASS: 67 Pall Mall Singapore

After Vinexpo Asia, the Margaret River Wine Association has coordinated a Cabernet Sauvignon masterclass to be held at 67 Pall Mall Singapore, the new private Members' Club for wine lovers in vibrant Orchard Road, Singapore.

Format: 1.5 to 2-hour masterclass showcasing 6-8 wines

Audience: For up to 26 participants

Tickets: around \$200 SGD (All ticketing revenue will go to 67 Pall Mall Singapore)

Presenter: Paul McArdle

Date & Time: 6.30pm – 8.30pm, Saturday 27 May 2023

Venue: 67 Pall Mall, 1 Scotts Rd, #27-00 Shaw Centre, Singapore 228208

Theme: Margaret River Cabernet – Coastal, Classic & Captivating
Travel through Margaret River tasting Cabernet Sauvignon rated 95+

Wine Criteria: Cabernet Sauvignon, Margaret River GI, Vintage 2018, 95+ points. SWA or organically certified (ideally). Preference given to wineries exhibiting at Vinexpo Asia.

Investment: \$400 (AUD) + GST per wine (approx.)

Note: The wine is usually purchased by the venue at 50% discount, or partially sponsored to enable the venue to create an attractive ticket cost

EOI: Email amanda@magaretriver.wine by COB Friday 14 April 2023



“ Members receive exclusive access to 67 Pall Mall Singapore's winemaker dinners, expert-led masterclasses and themed tastings.

DIGITAL FEATURE: ClubOenologique.com

In partnership with the MRWA, Club Oenologique is offering 3-4 award-winning wineries in Margaret River the opportunity for a digital feature on cluboenologique.com. Read [more](#).

Includes

- Article on ClubOenologique.com - approx 500 words
- Article themes will be decided by the editorial team with guidance from your team.
- The articles will be written by one of our expert journalists and published on Club Oenologique's website "in partnership with *winery's name*"
- Articles included in Club O E-newsletter
- Articles promoted with organic posts on Facebook, Twitter, Instagram and LinkedIn
- Rights to promote the articles on social media (Club O can collab post on Instagram)

Campaign Reach

- Brand association with the ultimate premium wine, spirit and lifestyle resource for recommendations of taste and substance
- Guaranteed 750+ page views on all articles
- 2,000+ Club Oenologique E-Newsletter subscribers
- 26,000+ Following on Social Media
- 65,000+ monthly users of ClubOenologique.com
- 115,000+ monthly page views of ClubOenologique.com

Investment: £1,980 (approx. AUD 3,700)

Expression of Interest: Email amanda@magaretriver.wine



EVENT: London Big Christmas Wine Fest

Three Wine Men (Oz Clarke, Tim Atkin MW and Olly Smith) comprise of the UK's most high-profile and influential wine experts. Their live tastings encourage the wine curious to discover their next favourite bottle. The presenters mingle with the guests encouraging them to step out of their comfort zone to explore new wines. Alongside the main walkaround tastings are masterclasses and on-stage wine demonstrations giving more in-depth information about particular regions and styles.

Date & Time: 6-9pm, Fri 17th Nov & 1-4pm & 5-8pm Sat 18th Nov 2023 **Audience:** Approx 1,500 visitors

Investment:

- Full table (show up to 14 wines) £1,890 (approx. AUD 3,500), with opportunities to share table.
- Masterclass (3x 35min masterclasses featuring 6 wines) £300 per wine

Expression of Interest or More Info: Email amanda@magaretriver.wine

Additional Opportunities:

- Single Instagram Reel on @tomsurgey. Tasting up-to 3 wines with presenter (< 60 secs). Reshared by @threewinemen with reach of 9k+ followers. £500
- InstaLive with 2 Three Wine Men presenters each tasting up to 3 wines. Recording posted permanently on @threewinemen (approx. 30 mins). £1,000
- Sponsored editorial box in Three Wine Men enewsletter £400
- Blog post on threewinemen.co.uk £1,000



TV FEATURE: Our State on a Plate – Series 9

Our State on a Plate is designed to showcase Western Australia's leading primary producers and the phenomenal products being grown, raised and created here in WA. Telling the stories and exhibiting the hard work behind creating the produce people love to buy and consume.

The 8 week series, premiering on Sundays at 5.30pm before Nine's News, is dedicated to building an understanding for viewers of what goes into producing some of the world's best produce. In addition, showcasing food events, recipes and trails, farmers markets, wineries, distilleries and anywhere food is celebrated and enjoyed in Western Australia. Series 9 is commencing 4th June 2023. Read [more](#).

Investment Opportunities

- Inclusion within a 3 minute story with a Our State on a Plate Presenter presenting an editorial style story that heroes wine at \$5,000 + GST
- 1 x 2 minute Restaurant Review at \$3,000 + GST
- 1 x social media video for Facebook & Instagram (20 to 30 seconds), 10 High Res Still Images, 1 x solus Our State on a Plate Facebook & Instagram post at \$550 + GST.

Expression of Interest: Email amanda@magaretriver.wine or marianne@stelamedia.com.au by Friday 26 May.



Series 9 Commencing 4th June 2023



EVENT: Good Food & Wine Show Perth

The GOOD FOOD & WINE SHOW presents the perfect opportunity for up to 12 Margaret River wineries to showcase their brand at multiple touch points, including the VIP lounge, the Margaret River Pavilion, the Riedel Drinks Lab with Nick Ryan, plus a 12-month integrated marketing campaign and masterclass opportunities at the shows.

Margaret River Wine gained great exposure through the 2019 & 2022 Good Food & Wine Show and the participating wineries sales offset a large portion of the cost of participation. MRWA has reserved a Margaret River Pavilion and secured the naming-rights to VIP Lounge pourage to maximise a 12-month marketing campaign..

Format: Pop-up Cellar Door within Perth's biggest food & wine show.

Attendees: 19,016 over 3 days in 2022

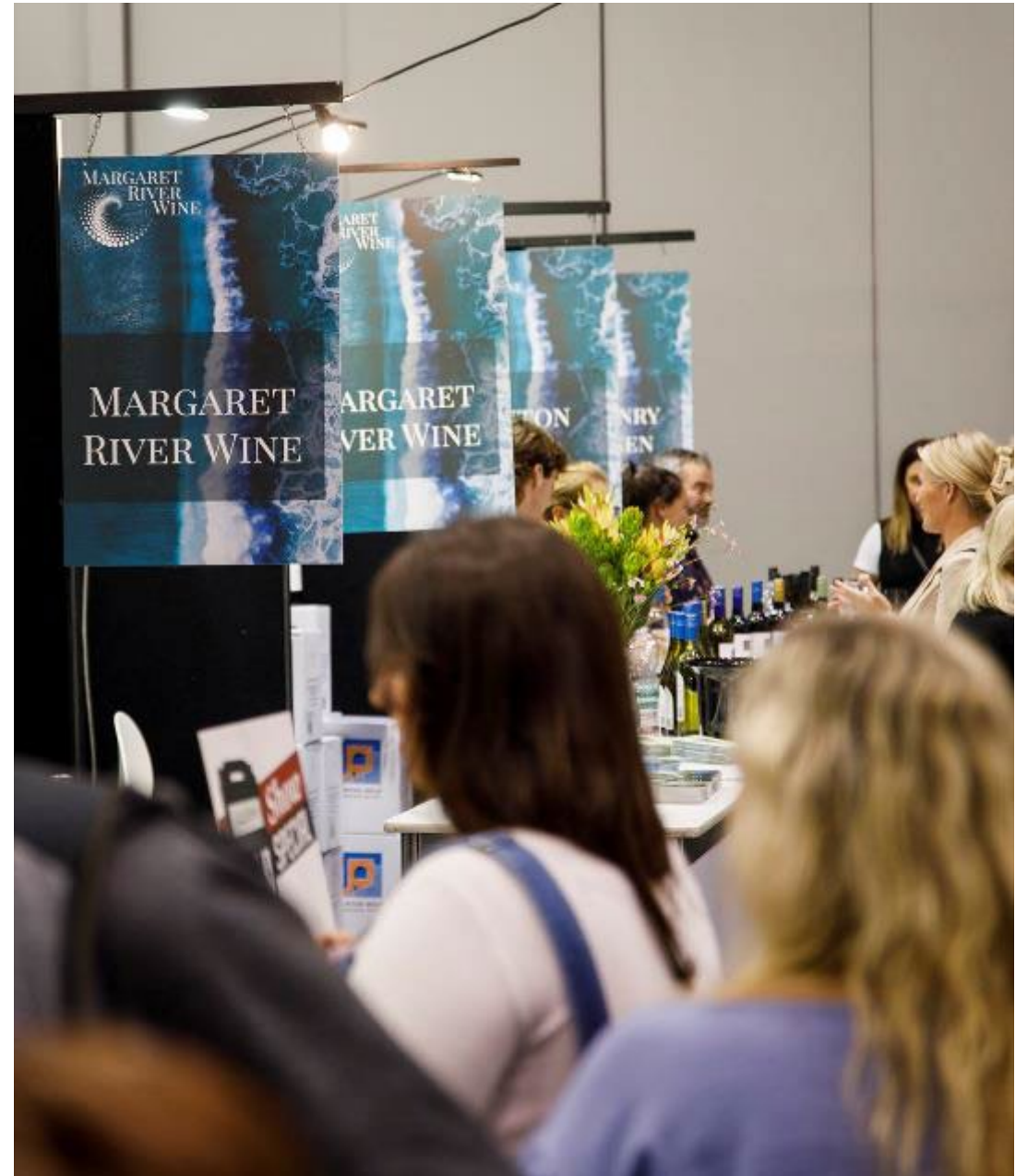
Average Wine Sales: \$ 6,781 per Margaret River winery across 3 days in 2022

Date & Time: Friday 21 July 10:00am – 5:00pm, Saturday 22 July 10:00am – 6:00pm, Sunday 23 July 10:00am – 5:00pm

Venue: Perth Convention & Exhibition Centre

Investment: \$1,650 + GST plus 8 doz bottles of the Margaret River VIP Lounge

Register [here](#): by COB Friday 9 June 2023



EVENT: Good Food & Wine Show Brisbane

The GOOD FOOD & WINE SHOW presents the perfect opportunity for up to 12 Margaret River wineries to showcase their brand at multiple touch points, including the VIP lounge, the Margaret River Pavilion, the Riedel Drinks Lab with Nick Ryan, plus a 12-month integrated marketing campaign and masterclass opportunities at the shows.

Margaret River Wine gained great exposure through the 2019 & 2022 Good Food & Wine Show and the participating wineries sales offset a large portion of the cost of participation. MRWA has reserved a Margaret River Pavilion and secured the naming-rights to VIP Lounge pourage to maximise a 12-month marketing campaign..

Format: Pop-up Cellar Door within Brisbane's biggest food & wine show.

Attendees: 19,669 over 3 days in 2022

Average Wine Sales: \$5,866 per Margaret River winery across 3 days in 2022

Date & Time: Friday 27 October 10:00am – 5:00pm, Saturday 28 October 10:00am – 6:00pm, Sunday 29 October 10:00am – 5:00pm

Venue: Brisbane Convention & Exhibition Centre

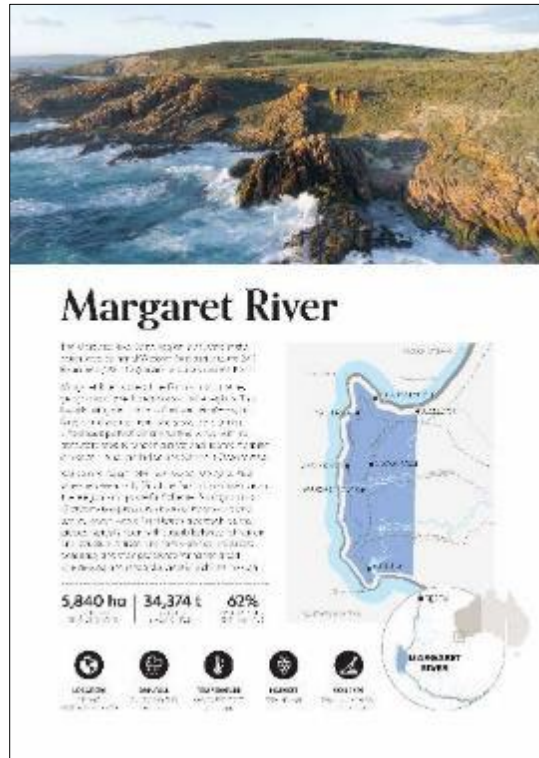
27-29 October 2023,

Investment: \$1,650 + GST plus 8 doz bottles of the Margaret River VIP Lounge

Register [here](#): by COB Friday 15 September 2023



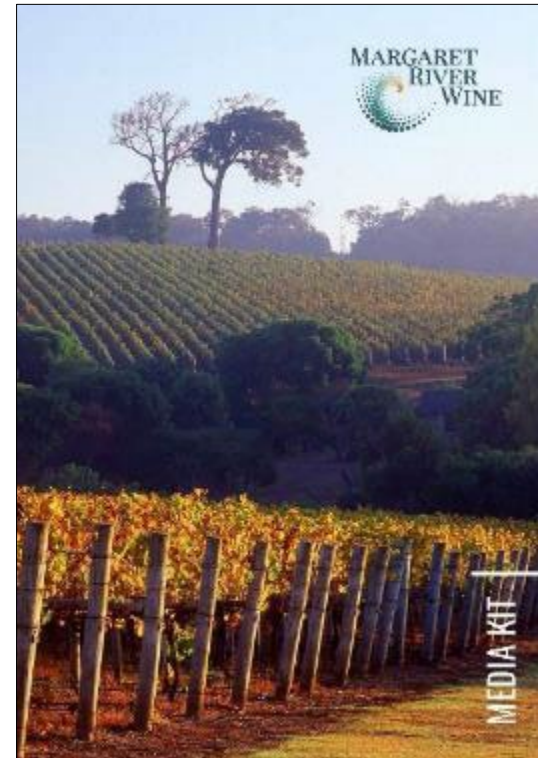
ADDITIONAL TOOLS



Fact Sheet (EN) – Click [Here](#)



Fact Sheet (JP) – Click [Here](#)



Wine Media Kit – Click [Here](#)



WA Wine Regions – Click [Here](#)



Amanda Whiteland
Chief Executive Officer
amanda@margaretriver.wine
www.margaretriver.wine