

Case Study: James Estate Wines

Trade Missions Reap Results for James Estate

James Estate started some 30 years ago and has grown to become a fully integrated wine manufacturing and bottling facility. State of the art winery equipment includes a range of ultra modern fermentation and refrigeration systems. The company has oak maturation storage facilities for more than 600 barrels. Bulk wine storage capacity exceeds 5 million litres and the bottling and labelling line is capable of producing in excess of 3,000 bottles per hour.

The Estate recently expanded its international business activities into China, following participation in three NSW Government trade missions to China, backed up by ongoing advice from the Department of State and Regional Development.

James Estate has forged relationships with a number of clients in China. This has resulted in company branded and private label wines being exported to all regions. It is hoped that with time and the continued marketing efforts of its Chinese partners, that even more substantial volumes will leave Australian shores destined for the growing Chinese wine market.

Each year the NSW Government organises a series of trade missions and industry-specific market visits to high potential and emerging markets. Acknowledging the assistance of the NSW Department of State and Regional Development, the General Manager, Mr Peter Orr said "It's a long, hard road exporting to China and I doubt if we would have been able to achieve what we have by going it alone. Now export sales make up over half of our wine production."

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