

Burra winery says g'day to USA

By **LISA BACHMAYER**

Local winemakers are taking their produce to the world stage, with representatives of Burra Creek Wines currently in the United States of America to promote their products.

Owned by Simon Rowe, the 30 acres of vines at Princess Royal Station produce dry grown Cabernet and Shiraz grapes for the Burra Creek Wine label.

The winery's overseas marketing representative and Mr Rowe's sister, Judy Rowe, left for the United States on January 7, accompanied by Mr Rowe's wife Andrea and daughter Kathryn to help out.

After a bout of sightseeing, the crew attended the Winter Fancy Foods Show in San Diego from January 13 to 15, where the Burra wine is being presented to a variety of distributors and buyers from across the western part of the country.

Oprah Winfrey's chef's restaurant, Table 52, was next on the itinerary as one of several client visits in Chicago.

The renowned restaurant sells Burra's Princess Royal Sparkling Shiraz, which serves as exceptional promotion for Australian sparkling red wines, as although the Australian drop enjoys an international reputation, it remains relatively unknown in the United States.

The Burra wine representatives will eventually travel to New York City for several events part of the G'day USA week, including one held by Wine Australia this week at Cipriani's on Wall Street to allow local wineries to showcase their drops to distributors and buyers.

South Australia's Deputy Premier, Kevin Foley, will also be attending the G'day USA week and sees the event as a valuable opportunity to promote local wine further.

"South Australia also produces more than half of all Australia's wine exports and is in itself the world's seventh largest wine producer," he said.

"Our wine sector has helped position Australia as the largest exporter of wine outside France, Italy and Spain."

Princess Royal Station's Kelly Bavistock said travelling to the American events was a means of pushing Burra's wines towards international recognition.

"The whole idea of going to these trade shows overseas is to find distributors who will get our wines into restaurants overseas and therefore generate our export market," she said.

Despite already having a distributor in Chicago promoting their local produce, Burra Creek Wines are hoping to find more.



Princess Royal Station's business partners Simon Rowe and his father Bob hope to promote their local drop internationally.