

GROW²ASIA

CASE STUDY: THE NATURAL WINE CO. (WINDOWRIE)

The Natural Wine Co. was established ten years ago and is a collective of wine community professionals who banded together to fill a niche for organic, minimal intervention, preservative-free, fruit-driven wines.



BACKGROUND

The wine growing behind The Natural Wine Co. sits with a very experienced organic grower, Jason O'Dea. The vineyards, grown organically for over 35 years, are located at Canowindra in the Central Highlands of New South Wales.

Jason O'Dea completed his Viticulture degree at Charles Sturt University in 1994. In 1996 he travelled for 18 months on a global vineyard discovery tour, studying viticultural practices in North America, South America and Europe. Upon returning to Australia, Jason applied this knowledge to managing his organic vineyards. He is regarded as one of Australia's leading experts in organic viticulture and is dedicated to "making wines which are better for you and the planet."

GROWING GLOBAL MARKET FOR ORGANIC WINE

Global wine consumers have become increasingly conscious of how and where wines are made. Consumers want transparency of ingredients to determine which wines are better for their health and the planet. Allergens and health issues are more prominent than ever, and wine drinkers are looking to reduce preservatives to live healthier lives.

Windowrie has been exporting quality wines to China, Japan and Europe for over 20 years and joined the GROW2Asia program to educate themselves about ASEAN markets and find the right business partners in their target markets for the Natural Wine Co. range. With the increased awareness of health, wellness and the environment, global organic wine consumption is set to hit 1 Billion bottles by 2023, and Jason wants to ensure that the Natural Wine Co. is well positioned in ASEAN markets to take advantage of the opportunity.



"We applied for the Grow2Asia program because we see the program as a great opportunity to showcase our products in Singapore and Southeast Asia. Researching markets was valuable, and talking to mentors was beneficial."

Jason O'Dea

Founder, Windowrie



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Food Futures Company GROW2Asia Program

**MARKETING SUPPORT & RESOURCES
THE KEY TO SUCCESS**

During the GROW2Asia program, Jason spent time learning more about the different ASEAN markets and selected Indonesia, Thailand and Malaysia as potential export opportunities while using Singapore as landing pad for these new markets.

Jason found the 1:1 sessions with his coach very valuable and together they identified the importance of multiple distribution channels as being critical to underpin the opportunity to scale sales in Asia. He was also able to work through the resources needed to grow the Natural Wine Co. brand in ASEAN countries and to better understand the marketing support required for a successful market entry.

**BUILDING DEEP RELATIONSHIPS DELIVERS RESULTS**

Reflecting on the insights developed during the GROW2Asia program provided Jason with the confidence to restructure his business processes so that Windowrie could be more competitive in both domestic and international markets. He was also able to better understand his own capabilities and strengths and has outsourced marketing and sales to a third-party partner resulting in a more structured go-to-market strategy and more consistent results.

Windowrie has participated in three international wine shows this year and continues to gain introductory exposure into Europe and other international markets. They also partnered with Austrade and Wine Australia on a promotion for Japan which has resulted in sales stabilizing and they are now making regular sales into the South Korean market.

In Australia, Windowrie continues to build relationship with Japan, their largest international market. By sponsoring the Sakura Matsuri Cherry Blossom Festival in Cowra, Windowrie has leveraged the strong business ties with international guests and customers from Japan and other ASEAN countries who attended.

While Windowrie experienced difficult time and budget constraints throughout COVID which impacted on their ability to expand in international markets, they are now feeling ready to move forward with their game plan and to push further into the ASEAN region.

An exclusive program developed by leading agrifood innovation systems design firm Food Futures Company in partnership with global agrifood tech impact accelerator GROW to help Australian scale ups capture the opportunity in Asia.