

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Taiwan

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## California Wine Gaining Popularity in Taiwan

### Report Categories:

Export Accomplishments - Events

Wine

Market Development Reports

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### Report Highlights:

A recent wine tasting in Taiwan hosted by the California Wine Institute (CWI) not only successfully attracted 369 trade contacts but also created an additional \$2.87 million in sales for California wines. In 2013, wine exports from the United States to Taiwan totaled \$11 million, holding 7.5% of the total Taiwan wine market. California represents approximately 97% of the U.S. wines in Taiwan and that trend is expected to continue for the remainder of 2014.

## General Information:

In October 2014, the California Wine Institute (CWI) organized a trade mission, leading 50 winery representatives to visit Taiwan while conducting a series of successful wine events. The trade mission, and follow-up wine events, brought in nearly \$3 million in additional sales for California wines.

The trade mission not only introduced new California wines to Taiwan, but also motivated the industry to launch California wine promotions. For example, ahead of the trade mission, Carrefour rolled out a *Taste California* retail promotion in its 70 stores. The positive comments shared by local wine connoisseurs went viral and significantly improved consumer awareness for California wines. Several wine importers also organized California wine dinners for their VIP's in order to celebrate the lively California Wine Month in Taiwan.

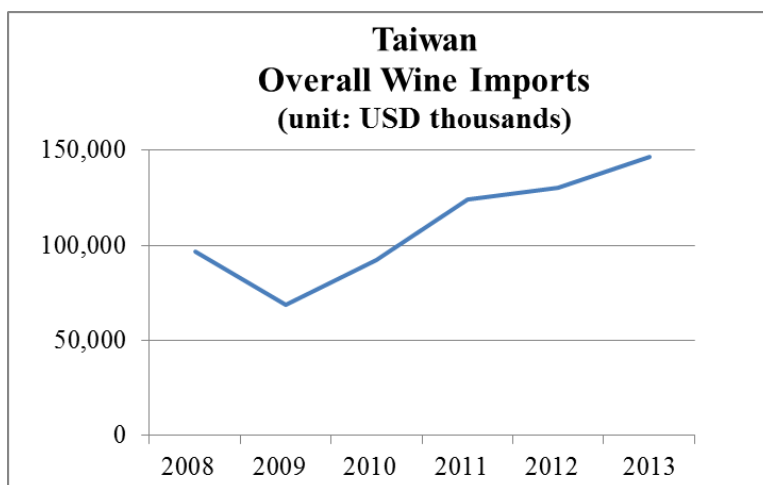


*More Information: Media coverage about the tasting-- <http://www.youtube.com/watch?v=-lwWNDTR2FI>*

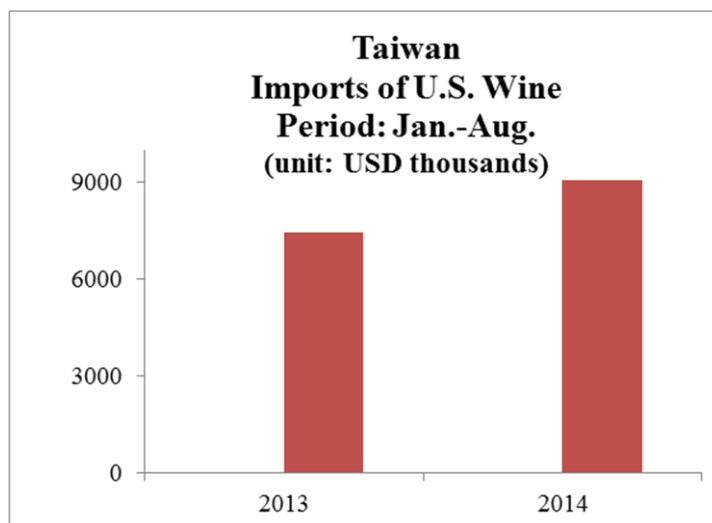
The trade mission started with a trade seminar featuring the Paso Robles American Viticultural Area (AVA). The seminar received an extremely high satisfaction rate from attendees, half of whom expressed their interest in importing Paso Robles wines in the future. The annual Grand Wine Tasting Event followed the seminar and had a record-high attendance (369 importers, foodservice buyers and sommeliers). Following the tasting event, four new brands will hit the market according to several importers, and CWI is confident more deals will occur over the next several months. Various sources also commented that Taiwan consumers are seeking more wines from novelty AVA's, and that the seminar was quite helpful for everyone involved.

For more information on importing wine, please contact the California Wine Institute via email at [wic@prcon.com](mailto:wic@prcon.com) or the Agricultural Trade Office in Taipei, Taiwan at [ATOTaipei@fas.usda.gov](mailto:ATOTaipei@fas.usda.gov). For information on exporting to Taiwan, please refer to: [Exporter Guide – Taiwan 2014](#).

#### Appendix:



Taiwan's imports of wine reached a record high, hitting nearly US\$147 million in 2013, up 13% from 2012. That trend is expected to continue for the remainder of 2014 and into 2015.



The United States is the second largest supplier of wine to Taiwan, in terms of import value. From January - August 2014, the import value of U.S. wines amounted to US\$9 million, up 21% compared to the same period in 2013, and outperformed the overall industry growth of 7%.