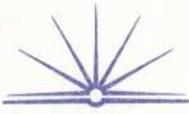


Global changes in viticulture have led to the increase in market for wine, especially boutique wine, in the wine industry.

Tamburlaine winery located at 32°S, 152°E, in NSW Australia is a great boutique wine that's thriving thanks to the global changes in economic activity for wine around the world. As wine is becoming very popular in places like Japan and many Asian countries around the world smaller vineyards are now getting the chance to export their wines and gain more business and greater range.

Through technology and communication Tamburlaine is able to export its wine to many large countries around the world. Its managers Michael and John have used the internet to the best of their ability to promote their product and make it accessible to the overseas market. As Tamburlaine is only a



small vineyard its profits are not very large but due to the increasing interest in wine in foreign countries, their shareholders numbers have increased to now be at 12,000 world wide. This

increase is due to the rise in economic activity for wine production globally. The production of quality wines is necessary for Michael and John and through technology, organic measures and environmental factors they are able to produce quality wine for their buyers.

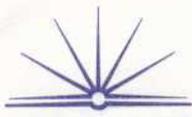
Thanks to the support internationally Tamburlaine is able to produce excellent wine and provide it to many buyers locally from Australia, that visit their winery or are a member of their vineyard club.

From economic help from foreign buyers Tamburlaine has been able to use the best technology to produce the greatest of



wines. Though large fermenters costly ~~at~~ about \$50,000 each and advanced irrigation systems Tamburlaine's wine is of paramount quality.

Tamburlaine uses many organic measures to produce quality wine. These include; recycling water for, it takes 8 litres of water for every bottle of wine made; using traditional methods of harvesting because mechanical is hard on the vines and leads to not quality wine being produced; and vertical shoot vine placement to ensure that no mould or fungal diseases effect the vines. The use of powders and ye grass to cure diseases instead of insecticides and pesticides also increases the quality of wine; worm farms to breakdown waste. Marketing of wine through labels and bottle types and colours are all monitored by the Australian Wine and Brandy Corporation and the correct



measures and controls are taken to ensure the consumer is well informed about their wine purchases.

Globally wine has become more fashionable and this trend overseas has since spread to Australia and locally many people go to wine tours and expeditions to obtain boutique wines like Tambouraine's. It is very popular and trendy to travel to the Hunter Valley for the weekend and visit vineyards and buy wine all weekend.

The increasing popularity of wines such as Tambouraine would not have occurred if it wasn't for global economic activity that has increased the popularity and acknowledged the style involved in purchasing an expensive, organic, boutique bottle of wine.