



the **Flying Winemaker**

Revolutionising the
world's wine map



LIFESTYLE AND ENTERTAINMENT
13 x 30' HD



ABC
Australian Broadcasting Corporation
Commercial

Eddie
McDougall

the **Flying Winemaker**

Eddie McDougall – the passionate and renowned owner of The Flying Winemaker boutique wine gallery in Hong Kong – is on a mission to revolutionise the way people consume and enjoy Asian food with wine.

Global wine producers are enjoying significant increases in wine exports to Asia. New Zealand recorded a 180% increase in demand for its wines in Asia, over the course of one year alone. Also enjoying the wine boom are Italy, Australia, South Africa, Chile, the US and France. Eddie sets out to educate consumers, not only about wines from abroad, but wines from Asia's newest wine-producing vineyards.

Determined to take the snobbery out of wine, Eddie travels around Asia in search of authentic food and wine stories and wine varieties being produced in the industry's fastest growing market. Eddie meets with chefs, locals, and wine lovers and discovers food and wine in the most untraditional of settings. He also explores food markets, restaurants and community meeting places to pair wines with exotic dishes. Each episode is based around a fantastic dish, its renowned ingredients and the local community, as The Flying Winemaker sets out to prove that wine can be shared with any type of food, regardless of the setting.

Eddie's destinations include an urban winery in Hong Kong and fascinating wine regions in China, India, Malaysia, Japan and Thailand, revealing unique wines being grown from grape-virgin soils. These countries are now being recognised as first class wine producers comparable to their French, Italian and US counterparts.

Eddie meets fellow wine experts from Australia, the UK and the US, examines the changing trends, and discovers the latest innovative production methods, all in his mission to revolutionise the way Asia experiences food and wine.

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PRODUCTION COMPANY WD Entertainment Group



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