



- [Home](#)
- [Events](#)
- [About Us](#)
- [Contact](#)

Search this site  Search

## ABC Commercial to launch lifestyle series, The Flying Winemaker, at Australian Pavilion, ATF



ABC Commercial has acquired worldwide distribution rights to the lifestyle series, THE FLYING WINEMAKER (13 x 30' HD), launching at ATF next month.

The series stars Eddie McDougall – the passionate and renowned owner of The Flying Winemaker boutique wine gallery in Hong Kong – who is on a mission to revolutionise the way people consume and enjoy Asian food and wine. The series follows Eddie pairing Asian cuisine with phenomenal wines that are being produced internationally and in the wine industry's fastest growing market, Asia.

Along with fellow Australian, UK and US food and wine experts, Eddie travels to China, India, Malaysia, Japan, and Thailand in search of fantastic dishes and renowned ingredients. He visits local food markets, restaurants and community meeting places, combining wines with exotic flavors and showcasing how Asian meals can be enjoyed with local wine, as well as wines sourced globally.

THE FLYING WINEMAKER is produced by WD Entertainment Group (WDE), the production company behind the The Stafford Brothers Series 1 & 2 (Fox8) which broadcasts in more than 20 countries worldwide. WDE is owned and operated by television producer and personality Wes Denning.

Denning says, "There are many myths associated with pairing Asian food with wine, meanwhile wine production across the continent is taking off. Through Eddie's expertise and access, this series offers a unique taste of a food-and-wine revolution that is changing the culinary norm, both within Asia and around the world."

ABC Commercial holds worldwide distribution rights to the program.

ABC Commercial will be attending ATF as part of the newly formed Australian Pavilion (#L14) in conjunction with The Australian Children's Television Foundation, Beyond Distribution and Flame Distribution.

**Contact:**  
Mia Lumb  
Marketing Manager

ABC Commercial, Australian Broadcasting Corporation  
Level 8, 700 Harris Street, Ultimo, NSW 2007, Australia  
Tel: + 61-2 8333-3177  
Fax: + 61-2 8333-3169  
Email: [lumb.mia@abc.net.au](mailto:lumb.mia@abc.net.au)

- [The Flying Winemaker](#)
- [ATF](#)

[Log in](#) to post comments

## Contact Us

Enquire about doing business with ABC Commercial

## Our areas of expertise

- [Content Sales](#)

licenses content to digital platforms both domestic & international

- [Content Sales - Digital](#)

- [Library Sales](#)

Stock footage, images & sound bites ABC Programs on DVD/CD.

- [Acquisitions](#)

Discuss distribution opportunities

- [ABC Brand & Merchandise Licensing](#)

Licensed products such as apparel, toys and homewares

- [ABC Books](#)

Acclaimed publisher of Australian adult non-fiction & children's books

- [ABC DVD](#)

Operates ABC DVD and ABC for Kids labels

- [ABC Music](#)

Australia's largest independent record label

- [ABC Magazines](#)

manages a stable of lifestyle publications

- [ABC Digital](#)

Digital products including mobile & web apps

- [ABC Retail](#)

ABC Shop, ABC Shop Online and ABC Centres

## Key Brands

- [ABC for Kids](#)
  - [About ABC Commercial](#)
  - [Acquisitions](#)
  - [Library Sales](#)
  - [Content Sales](#)
  - [Content Sales - Digital](#)
  - [ABC Music](#)
  - [ABC Books](#)
  - [ABC DVD](#)
  - [ABC Digital](#)
  - [ABC Brand and Merchandise Licensing](#)
  - [ABC Magazines](#)
  - [ABC Events](#)
  - [ABC Retail](#)