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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.

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ABOUT ABC COMMERCIAL: For the Australian Broadcasting Corporation, ABC Commercial is responsible for the management of a range of media businesses delivering products and services to the global marketplace. For global program distribution, ABC Commercial represents the catalogues of the ABC as well as Opera Australia and Screen Australia's factual catalogue.