

Media Release

Hon Jacinta Allan MP
Premier



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VICTORIA LANDS FRONT PAGE OF CHINA'S MASSIVE GROCERY APP

In a big win for Victorian farmers, growers and winemakers, dozens of Victorian products will have prime real estate on the front page of China's massively popular grocery home delivery app, Dingdong Fresh.

Today in Shanghai at one of Dingdong Fresh's order-fulfilment centres, Premier Jacinta Allan launched the *Direct From Victoria* campaign that puts Victorian produce on Chinese phones.

Dingdong Fresh provides its users with fresh produce, meat and seafood within 30 minutes. The popular app has two million daily active users and 830,000 of them place an order every day. The front page of the app is the first thing they see.

As part of the campaign secured by the Allan Labor Government, nearly 40 Victorian products from 13 brands will be showcased on the app's front page, including:

- Sunkist oranges
- Bulla ice cream and frozen yoghurt
- Chobani Greek yoghurt
- Mondelez cream cheese
- Devondale milk
- Mayura Station wagyu
- Yering Station pinot noir
- Lakefield alcohol-free sparkling
- Red Tractor chia seeds

The campaign is starting just in time for the launch of Victoria's permanent trade hub and food and wine showcase – *Vic House* – located in the heart of Shanghai.

The Premier is re-opening the venue today following its much-anticipated move.

It has a demonstration kitchen, giving producers the chance to show off their food with live demonstrations and tastings – and the regions take centre stage, with iconic brands like King Valley's Brown Brothers on display.

Since it first opened in 2021, Victoria House has already helped more than 200 businesses export to China, hosted 160 events and delivered more than 2,200 business meetings.

The connections have given Victorian producers a competitive advantage, injecting \$300 million in export sales into Victoria's economy.

Victoria is just three per cent of the Australian landmass, but we produce 27 per cent of Australian food and fibre export value. China is Victoria's largest trading partner and biggest food and fibre export market, with exports worth more than \$4.8 billion in 2023-24.

Victoria's China Strategy targets e-commerce food and wine promotion to boost food and fibre.

We want our state to be the destination of choice for Chinese people to visit, study – and buy fresh, premium produce.

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Quotes attributable to Premier Jacinta Allan

"We're not just taking Victorian product to the Chinese market – we're putting it on Chinese phones."

"This is the app China uses to get fresh food fast, and Victoria's taking over the home page."

"Food is our brand. There are no better ambassadors for our state than products like Devondale dairy and Yering Station wine."

Quote attributable to Minister for Economic Growth and Jobs Danny Pearson

"We know that supporting our nation-leading exporters to access and expand in international markets drives business and jobs growth back home."

Quotes attributable to Victorian Commissioner to Greater China Leigh Howard

"Vic House is a unique asset for the Victorian Government in China, showcasing the strength of our industries and creating new opportunities for Victorian businesses."

"By building on our largest trading relationship and broadening our footprint in one of the world's biggest economies, Vic House positions Victoria for future trade and investment growth."