

International Competition Draws Attention to Investing in Wine Down Under, says Investment Portal iNEZZ.com

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Investor portal iNEZZ.com has published a new article focusing on Australian wines as an alternative to other more traditional choices for those interested in investing in wine. The item has been uploaded to the portal's news section on alternative investments which provides investors with timely news and information on non-traditional investment products.

iNEZZ, a new investment portal, today published a news item on the dominant performance of Australian wines at a recent international wine competition, with their success likely to spur the interest of investors looking at investing in wine as an alternative to mainstream investment products.

The iNEZZ news item reports on the inaugural Decanter Asian Wine Awards (DAWA) competition recently held in Hong Kong, noting that Australia was the best performing country. Australian wines took the top prize in several key categories and in the process beat wines from France and California. iNEZZ further notes in the article that Australia had the largest number of entries in the competition.

As well as focusing on Australia's performance in the Hong Kong wine competition, iNEZZ looks at some of the more notable non-Australian winners, and particularly French wines, traditionally of interest to those [investing in wine](#).

The iNEZZ news article then provides more information on the competition itself, in particular that one purpose of the organiser, Decanter magazine, was to discover whether there are specific wine preferences for Asian consumers. The majority of the judges were from Asia and, although all wines commercially available internationally were eligible, priority was given to those already present on the Asian market. In the article iNEZZ opined that, the Asian focus of the competition notwithstanding, the results were likely to bring Australia to the attention of investors thinking of investing in wine, especially given the continent's victory in key categories.

The article can be [found](#) in the news section of iNEZZ, the investor's portal, whose function is to present investors with timely news and information on current happenings in the investment world. In addition to news, iNEZZ also provides indepth analysis on topical investment issues, providing insights into mainstream investment products and markets.

To learn more about iNEZZ, join, contribute your own professional or amateur expertise on the investment areas of your interest or engage with other investors or experts, please visit www.iNEZZ.com.

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