



# The Advertiser

---

Date: Wednesday, 28 April 2004  
Page Number: 30  
Edition: First  
Supplement: Main Section

Market: South Australia  
Circulation: ABC 212,338  
Published: Mon-Sat  
Editorial: [email the editor](mailto:editor@theadvertiser.com.au)  
Item No: P2606690

---

Size: 33.32 sq. cm.

## Middle East debut

LINDRUM Wines, produced in Langhorne Creek, has launched its wine in the Middle East luxury market in Dubai.

Its wines will be served at the Royal Mirage Hotel as part of the select Australian seafood conference, hosted by the National Food Industry Strategy of Australia in Dubai.

Managing director Jan Lindrum said the company was thrilled to be gaining international exposure.

"We are honoured to be chosen by the Royal Mirage to represent Australian winemakers," she said.

"Without the support of the National Food Industry Strategy and their project in Dubai, it could have taken years to gain access to this market."