



## **MEDIA RELEASE**

### **National wine week set to get underway in SA!**

Australia's wine industry meets in Adelaide next week for the biennial *Outlook 2014: Taking Charge of Our Future Conference* and major industry award events.

Winemakers' Federation of Australia Chief Executive Paul Evans said the conference was expected to attract over 300 delegates and was being held in conjunction with the Maurice O'Shea Award Dinner and the Royal Adelaide Wine Show.

"We'll be presenting the inaugural Life Member of the Australian Wine Industry Award at the Hilton on Tuesday evening, September 30, to start the conference program," Mr Evans said.

"This new industry award will be bestowed on an individual who has made an outstanding contribution to the Australian wine sector and it will be an honor to celebrate their achievements with some of the big names in the business," he said.

"Guests on the night include D'Arry Osborn, Karl Seppelt AO, Terry Lee OAM, Guenter Prass AM, Peter Wall AM and Wolf Blass AM to name some of the identities joining us to celebrate the recipient's significant contributions.

"The conference then runs Wednesday and Thursday, featuring the release of the 2014 Vintage Report, panel discussions with experts, and sessions on the industry's future directions and challenges.

"We are also delighted this year to have the conference held the same week as the Maurice O'Shea Award Dinner, the Royal Adelaide Wine Show events and Wine Communicators of Australia Wine Show Lunch on the Friday.

"This is a big week for the Australian wine industry and we are very pleased to be a part of it by bringing the national conference to South Australia this year."

Conference panelists include:

- Eliza Brown, Chief Executive Officer, Peter R Brown Family Vineyards;
- Bill Moularadellis, Managing Director, Kingston Estate Wines;
- Brian Croser AO, Tapanappa Wines;
- Tony D'Aloisio AM, Winemakers' Federation of Australia President;
- Brian Walsh Chair, Australian Grape and Wine Authority;
- Michael East, General Manager Asia Pacific, Accolade Wines;
- Jim Moularadellis, Chief Enthusiasm Officer, Austwine;
- David Harris, Managing Director, Barossa Vintners;
- Steve Dorfman, Partner and Broker, Ciatti;
- Marc Soccio, Senior Analyst, Food Agribusiness and Advisory, Rabobank;
- Ashley Keegan, CEO, FABAL Wines;
- Stuart McNab, Global Supply and Production Manager, Treasury Wine Estates.

“*Outlook* will present the latest data, market trends and production forecasts, and it will take delegates through the actions needed to improve terms of trade and support sustainable growth across the sector,” said Mr Evans

Royal Adelaide Wine Show Chairman Andrew Hardy said the set up for the most prestigious Wine Show in the Country is well underway.

“The Gramp, Hardy, Hill-Smith Prize for Outstanding Wine of Provenance continues to grow in stature with strong entries received again this year.

“The competition has received 2,843 entries from 363 Australian wineries which is an outstanding result and reaffirms the Adelaide Wine Show as one of the most important in the country.”

Judging begins on Sunday, September 28, and the Awards announcement is scheduled for Thursday, October 2.

To register for the Wine Show Seminar conducted by International Wine Show Judge Christopher Waters on Thursday, October 2, between 4-6pm, or to attend the Royal Adelaide Wine Show public tasting on Friday, October 3, between 6-8pm, log onto [www.thewineshow.com.au](http://www.thewineshow.com.au)

Sponsoring *Outlook 2014: Taking Charge of Our Future* are Pellenc Australia, Gaetjens Langley, Australian Grape and Wine Authority, Amorim Australasia Pty Ltd, Winetitles and Wine Intelligence.

To register and find out more about the conference program go to [wfa.org.au](http://wfa.org.au) and follow the links. Media are welcome to attend the Inaugural Life Member of the Wine Industry Award presentation and the two-day conference.

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