

FOR RELEASE 10/11/2011

Media release

The A+ Australian Wine Celebration: Already 40 events across Australia – are you involved?

Next year's **A+ Australian Wine Celebration** from April 12 – 29, has attracted event registrations from around the country, with more than 40 events across 30 wine regions and capital cities already signed up to be a part of the celebrations.

Wine Australia has extended its registration period to November 25, 2011 to accommodate more events during the Celebration, which will be one of the biggest ever domestic initiatives focusing solely on celebrating Australian wine – and the people and places that create it.

The **A+ Australian Wine Celebration** is an opportunity for the Australian wine community to come together to collectively promote the quality, diversity and value of our wine – in our home market.

For consumers, there will be events and celebrations all across Australia encouraging them to discover more about Australian wine.

Wine Australia Regional Director, Australia & Emerging Markets, Aaron Brasher said the objective of the **A+ Australian Wine Celebration** was to encourage a dynamic mix of Australian wine experiences to take place across the country, aimed at exciting consumers and trade.

So far, regions involved include the Barossa, Clare Valley, Mornington Peninsula, Coonawarra, Hunter Valley, Yarra Valley, Great Southern, Mudgee, Orange, Grampians, Macedon Ranges, Upper Goulburn, East Gippsland, Geopraphe, Cowra, Southern Flinders, Riverland, Blackwood, New England, Swan Valley, Strathbogie Ranges, Peel, Margaret River, Limestone Coast, Mount Benson, and Rutherglen, as well as wine events in several major cities including Sydney, Melbourne and Adelaide.

“We have a fantastic mix of Australian wine experiences already registered for the Celebration period, providing consumers with a great opportunity to celebrate the great wine created in their own backyard,” Aaron said.

“For regions and wine brands, the initiative provides direct access to consumers, and involvement in events and opportunities that form part of an overall celebration of Australian wine. If regions and brands need inspiration, some of the events registered across Australia include pop-up bars in capital cities; lunches and dinners in wine regions; wine & music events; a hot-air balloon and wine celebration; cellar door promotions; trade tastings; and educational initiatives.”

The initiative is a major component of a new domestic marketing program being developed by Wine Australia to engage consumers and reignite the excitement in Australian wine in our own market.

Final event registrations will be accepted by Wine Australia until November 25, 2011. To register an event, contact Chad Elson at Wine Australia on chad.elson@wineaustralia.com

-ends-

For further information about this media release: Julia Angove, Wine Australia PR & Communications Manager on (02) 9361 1721