

Media Release

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Join the celebration of Australian wine

Next year marks a milestone for Australian wine with a national celebration set to take place in April in wine regions around the country.

The inaugural **A+ Australian Wine Celebration**, coordinated by Wine Australia, will include a collection of consumer and trade events, promotions and celebration activities.

Wine Australia is calling on all wine regions and wine brands to become involved in the celebrations, which will be held between April 13th and April 29th, 2012, around Australia.

The **A+ Australian Wine Celebration** is being developed as an “open access” initiative with a combination of events driven by Wine Australia and initiatives and activities coordinated by external parties, including wine brand owners and state and regional associations.

Wine Australia is calling on applications for events to be included in the celebration, with the wine community encouraged to register an event or develop an initiative for consideration for the Festival.

The initiative is an opportunity for the Australian wine community to come together to promote the quality, diversity and value of Australian wine – and the regions that have become internationally renowned for producing great wine.

Wine Australia Chief Executive Andrew Cheesman said the target was to bring together a range of Australian wine-related activity, such as cellar door promotions, regional experiences, consumer events and trade initiatives.

“The end result will be a dynamic mix of Australian wine experiences on offer to excite consumers and trade across the country, and encourage them explore and continue to discover the wonderful wine on offer in our own backyard,” he said.

“The aim is to develop a national calendar to promote a collection of engaging activity across Australia during the celebration. Events won’t be limited to capital cities or major wine regions – we are encouraging every wine region across the country to get involved.”

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.

Wineries are encouraged to explore potential activity opportunities within their regional wine associations or become directly involved by hosting their own event or promotion. There is no registration or cost to be involved in the **A+ Australian Wine Festival**, however state, regional and brand events/activities must be fully managed and funded by the state, region or brand.

Initial registration of events need to be submitted to Wine Australia by Friday, November 4th, 2011.

For more information about the initiative, contact Chad Elson at Wine Australia at chad.elson@wineaustralia.com

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For further information on the media release:

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Notes for editors:

- **Wine Australia** is a statutory Government organisation established to provide strategic support to the Australian wine sector. Its mission is to enhance the operating environment for the benefit of the Australian wine industry by providing the leading role in market development; knowledge development; compliance; and trade.
- **A+ Australian Wine** is the consumer-facing brand which aims to reposition the Australian category via image, price and representation.