



Australian Government

Australian Wine and Brandy Corporation

Media Release

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Super 12 converge on Wine Australia

Twelve of the world's fastest-rising wine influencers, from across ten different countries, will join leading Australian commentators and winemakers for the Landmark Australia Tutorial in June 2009.

After an exhaustive application process involving over 4000 initial enquiries, the inaugural Landmark Australia Tutorial intake will comprise an exceptional group of media, trade and educators from around the world:

- Barbara Philip MW (Canada)
- Bell - Pei Tang (China)
- Dermot Nolan MW (Ireland)
- Essi Avellan (Finland)
- Frank Kämmer, M.S. (Germany)
- Jamie Goode (UK)
- Julia Harding MW (UK)
- Lim Hwee Peng, CSW (Singapore)
- Rebecca Leung (Hong Kong)
- Sean Razee, M.S. (US)
- Tyler Colman (US)
- Yukari Iwashiro (Japan)

The winning applicants will attend a unique, week-long residential course aimed at exploring Australia's contribution to fine wine performance, viticultural practice, technical innovation and education from a truly international perspective.

On receiving notification of her selection, Barbara Philip MW commented: "This initiative is just so groundbreaking; it is not just about wines or marketing but about putting a whole country and its industry in context. I believe this tutorial is key to increasing appreciation of unique and characterful Australian wines in the global arena."

Over 130 formal applications were received, resulting in an extremely competitive selection process for the Tutorial's executive committee.

"I have observed that both the Australian wine industry and its wines have moved into a new phase of growth and development. The hosting of Landmark Australia Tutorial is a sign of Australian wine industry's maturity, as well as its confidence in the dynamic wine world stage," said Mr Lim Hwee Peng, CSW.

The successful applicants will be joined in the Barossa by a distinguished line-up of Australian wine writers and makers who will present an authoritative narrative and a series of context setting tastings of Australia's fine wines. The June 2009 tutorial aims to be the first in what is hoped will become an annual event, and what the organisers believe can become the world's most sought-after educational wine experience.

To view the Tutorial schedule and to review further information on the 12 participants please visit www.wineaustralia.com/landmark.

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