

Wine Australia Market Programs 2010/11



*All of our marketing activities will be aimed at improving the image, price and representation of Australian wine, and therefore this year's market programs will focus on **A+ Australian Wine**: wines that are from one of Australia's 64 regions (shown on the label); are bottled in Australia; and have a home in Australia (not private label, bulk or opportunistic brands).*

A twelve month membership will ensure we are showcasing your A+ Australian Wines at trade, media and consumer tastings, and our user pay and category promotion activities will offer commercial brand dispensing opportunities for the other wines in your portfolio.

A+ Australian Wine – USA MEMBERSHIP EVENT CALENDAR

Activity and City	Target Audience	Date
Landmark Australia Masterclass – New York	Trade and Media	Jan
Landmark Australia Masterclass – Los Angeles	Trade and Media	Jan
Master of Wine tutorial presentation	Trade and Media	Jan
Sommelier Immersion Program (SIP) winners visit to Australia	Sommeliers	May
Sommelier Immersion Program (SIP) across 12 states	Sommeliers, wine buyers and press	TBC 2010/11
Visits to Australia	Sommeliers, wine buyers and press	TBC 2010/11
Virtual Tastings with key wine sites ie. Snooth and Bottlenotes	Press	TBC 2010/11
Sponsorship of the WSET Global Travel Scholarship		TBC 2010/11
Court of Masters Sommeliers - Travel Scholarship	Sommeliers	TBC 2010/11
Good News, Members Updates and Events Feedback (year round)	Program Members	n/a
Bi-annual Major Press Mailouts	Press	n/a

Wine Australia – USA USER PAY EVENT CALENDAR

Activity and City	Target Audience	Date
Open Up to wines from Australia – Williamsburg, Brooklyn	Consumer	July-Sept
Open Up to wines from Australia – Pasadena Jazz Festival	Consumer	Aug
Open Up to wines from Australia – Chicago Jazz Festival	Consumer	Sept
Other Consumer Events (year round) Include:- SXSW music festival (TX), Dwell on design show (CA), Museum of Natural History (NY), Wolfgang Puck American Food & Wine festival (CA) + other opportunities	Consumer	n/a
Retail Promotion (year round)	Trade	n/a

For further information on these activities please go to www.wineaustralia.com/marketprograms or email usa@wineaustralia.com or market.programs@wineaustralia.com.