

## Wine Australia extends a World Class invitation

On Wednesday February 3<sup>rd</sup> 2010, Wine Australia and its Australian member wineries and UK Agents will host "World Class", the Wine Australia annual trade tasting.

The event will be held in the contemporary surroundings of the Saatchi Gallery in London, SW3, located just minutes from Sloane Square tube.

"World Class" will celebrate the achievements of Australian wines and wineries in international competitions and peer review over the last year, covering areas such as best-in-variatal or blended class; innovation; education; branding; communication and the environment.

Drawing from membership across both our Mainstream and Fine Wine programs, the trading floor will play host to 150 wineries and over 700 wines. Signature varieties including Chardonnay, Shiraz, Riesling, Semillon and Cabernet Sauvignon will be available for an up-to date release review, together with cool climate works in progress such as Pinot Noir, and the fast-emerging set of 'Alternative' newcomers including; Tempranillo, Fiano, Savagnin and Nebbiolo. World Class will also feature new product innovations, new vintage releases and new-to-market wineries from many of Australia's 64 wine regions.

A number of specialist tastings will benchmark Australian wines with their current best-selling peers and competitive set in the UK market. A particular spotlight will review how Australian Chardonnay has evolved over the last decade, and will challenge us to reposition this celebrated variety with a renewed sense of purpose and social currency.

Wine Australia will also be inviting the trade to put their tasting skills to the test. A blind comparative wine tasting will be hosted by the Australian Wine Research Institute, recently described by Dr Jamie Goode as, "the most high profile wine research establishment in the world." A limited number of places are available, with the opportunity to win a visit to Australia for the top tasting performance, in terms of consistency in rating quality.

As the power of social networking increases, a 'Consumer's Choice' flight will highlight the most popular Australian wines selected by over 1,000 consumers in recent months: Chardonnay, Viognier, Sparkling Shiraz, and Pinot Noir have all made their mark.

Lisa McGovern, Director of Wine Australia – UK/IRE/EU, commented; "The focus for this year's annual tasting is on the depth of quality from Australia, whether from our Brand Champions or our Fine Wine portfolio. Above all, we want to demonstrate to the UK trade that we can deliver key consumer benefits in terms of value, interest and aspiration."

Registration for "World Class" is available at [www.wineaustralia.com/wct](http://www.wineaustralia.com/wct) from 1st December or contact Camilla Coste at [camilla.coste@wineaustralia.com](mailto:camilla.coste@wineaustralia.com).

A number of travel bursaries are available for the trade travelling over 200 miles from London to attend the event.

ENDS – 24/11/2009



**Key Details:**

**Event:** World Class – Australia - Annual Trade Tasting 2010

**Website:** [www.wineaustralia.com/wct](http://www.wineaustralia.com/wct) from 1st December 2009

**Venue:** Saatchi Gallery, London SW3 4SQ

**Date:** Wednesday 3<sup>rd</sup> February 2010

**Time:** 9.30am - 6.30pm

**Registration:** Contact [camilla.coste@wineaustralia.com](mailto:camilla.coste@wineaustralia.com) or phone 0207 887 5259

**Notes for editors:**

- **Wine Australia** is the name under which the Australian Wine and Brandy Corporation, a Government organisation established to provide strategic support to the Australian wine sector, delivers its international marketing programme.
  
- **Catalogues** can be viewed at: [www.wineaustralia.com/wct](http://www.wineaustralia.com/wct) from 15th January 2010

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