

## **San Francisco Winter Trade Tasting 2019**

### **Why are we changing the format from previous years?**

As our event content has grown we have conducted more research and determined through our event surveys and market insights that regionality is by far the biggest topic of interest among trade. We are working on an event format that will restructure the usual trade tasting into a regional wine tour through Australia. This new version of the tasting will allow for more diversity and stronger educational messaging than with the typical table-to-table format.

### **What can attendees expect?**

Guests will walk into the main floor with their glass and detailed tasting booklet. They will choose a starting point in the room and taste from region to region. Wine Australia staff will be standing amongst the table to expand upon regional education. Importers are welcome to stand at the tables or walk about the room to speak to their wines.

### **What regions will be represented?**

As many as possible depending on wine submissions. We typically represent 20-30 regions at tastings of this size. Moving to this new format means we will hopefully grow that number as well as showcase many more examples from some smaller regions.

### **How does wine submission work?**

- A diverse submission of wines (and vintages) is requested because the more regions we can represent, the better the education for guests.
- In order to achieve our goal, we are requesting wine submissions by SKU so that each wine will be represented in its corresponding region.
- SKUs will be subject to confirmation.

### **How will we staff the event if our wines are spread throughout the tasting?**

You will be allowed additional staff members to help achieve a presence in different parts of the room. We are expanding the Wine Australia team's involvement as well and many of our team members will be stationed among the regions to provide additional information to attendees.

### **What will we get for our investment?**

- Event management and regional education by Wine Australia
- Exhibitor space to show wines
- Access to buyers, product managers, store managers and media
- Profile of wines and company in relevant marketing materials
- Public relations and social media support by Wine Australia
- A chance to be part of a new and exciting tasting format!
- Photography
- Glassware & Spittoons
- Signage

### **What type of collateral will be provided?**

The regions and subregions will be showcased both in the booklet and displayed on collateral throughout the room. The booklets will include maps of each region, an overview of each region, wines, SRP, and importer contact information. The signage will be of maps, regional climate information, common varieties, etc.

### **Who is being invited to the event?**

A target audience of 150+ Bay Area trade including wine directors, retail/grocery buyers, on-premise buyers, educators, and print and online media.