



AUSTRALIA

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2019

MEAT AND GREET Q AND A

What is Meat and Greet?

Meat and Greet is a networking dinner at Australia Decanted for stakeholders to meet and develop relationships with the Tier A delegates who attend. It is the only opportunity for stakeholders to present wines during Decanted Australia as Decanted is invite-only.

How was the event developed?

Last year at Decanted, Wine Australia facilitated a “supplier showcase”, during which stakeholders were invited to pour wines for delegates in a traditional walk-around configuration. Despite the extraordinary setting and atmosphere, the delegates felt the format was too familiar and not consistent with the elevated styling and attention to detail that characterizes Decanted.

How is it different this year?

Meat and Greet will be at the magnificent West Shore Café once again, but with a new, more focused, format. The emphasis this year is on personal connection and networking. For the duration of the event, the Far From Ordinary bar will feature whites, sparkling, rose and light reds; for dinner, food-friendly wines will feature but all wines will continue the premium Decanted theming. The outdoor feast will be prepared by consulting chef James Viles, owner of Biota Dining in Bowral, NSW,

and based on his Bertha’s Meats concept. James has extensive knowledge of the local Lake Tahoe ingredients and a passion for American food and how it pairs with Australian wine.

One of the key differences to this year is that importers are invited to participate at the event as guests instead of pouring behind tables.

How are the wines sourced for Meat and Greet?

Wine Australia will issue a Call for Wine once registrations have closed. Each stakeholder will be able to supply two wines for the event: one for placement at the Far From Ordinary bar, the other to be served with dinner. Exact quantities of each wine and shipping instructions will be provided as part of the Call for Wine.

Can I show anything I want?

It is recommended that flagship wines be put forward in keeping with the overall quality and styling of Decanted. Wine Australia may suggest wine(s) from your portfolio that fit well with either the bar or dinner wines.

**AUSTRALIAN WINE
MADE OUR WAY**



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Who can attend?

Each importer can send one representative to the event. You will have an opportunity to provide us with that name during the call for wine process. Please note there is limited capacity at the event.

I have an Australia winery principal in town, can they come with me?

Yes. Winery principals are invited to attend with their importer. You will have an opportunity to identify that person during registration and again during the call for wine. Capacity is limited at the event.

Is seating assigned?

No. Attendees are invited to grab plates and assemble their own meals before finding a seat at the tables provided.

Will I receive contact details for the delegates if I attend?

Yes. Last year there was feedback from stakeholders that business cards were difficult to obtain, and after the first hour the delegates were looking to move on from tasting and relax before dinner.

This year Wine Australia has asked for delegates to give their consent so that we can share contact details with stakeholders who attend. Unless a delegate opts not to share their contact, it will be sent out after the event.

Is there a cost to participate?

No. Wine Australia will cover food and drinks for all stakeholders who attend Meat and Greet. Importers will cover their own costs for travel to and from the Lake Tahoe region, accommodation, transportation and incidentals.

If I attend Meat and Greet, can I also participate in Decanted?

No. Australia Decanted is taking place at a separate venue and is open only to delegates, attending winemakers and Wine Australia personnel and event staff.

What are the next steps?

26 July, 2019	Registration for Meat and Greet closes
27 July– 7 August, 2019	Registration assessment period
August, 2019	Call for Wine email will be sent to Registrants
End August, 2019	Registration for Meat and Greet closes