



**FAR**

**FROM  
ORDINARY**

**AUSSIE WINE MONTH**

**FAR FROM ORDINARY**

# ROADSHOW

**THURSDAY 19 SEPTEMBER**

## NEW YORK CITY

11:30AM – 1:00PM  
UNION WEST

### SEMINAR\*: OCEANS & ALTITUDE

Presented by: Mark Davidson, Wine Australia; Mac Forbes, Mac Forbes Wine; Justine Henschke, Henschke; Virginia Willcock, Vasse Felix

1:00PM – 4:00PM  
UNION WEST

### TRADE TASTING

→ WALK AROUND TASTING

→ AUSTRALIAN WINE DISCOVERED LOUNGE

→ MADE OUR WAY THEATER

- 1:30PM – 2:00PM – Margaret River World-Class Cabernet Sauvignon. Virginia Willcock, Vasse Felix. Presented by Margaret River Wine Association
- 2:30PM – 3:00PM – AFFW's Australian Classics. Bruce Tyrrell, Tyrrell's Wines and Peter Barry, Jim Barry Wines. Presented by Australian First Families of Wine
- 3:30PM – 4:00PM – McLaren Vale's Grenache Greats. Pete Fraser, Yangarra Estate Vineyard and Duncan Kennedy, Kay Brothers. Presented by McLaren Vale Grape Wine & Tourism Association

**AUSTRALIAN WINE  
MADE OUR WAY**

**MONDAY 23 SEPTEMBER**

## CHICAGO

11:30AM – 1:00PM  
MADISON BALLROOM,  
CHICAGO ATHLETIC ASSOCIATION

### SEMINAR\*: GRENACHE – THE REBIRTH OF A CLASSIC

Presented by: Mark Davidson, Wine Australia; Victoria Angove, Angove Family Winemakers; Pete Fraser, Yangarra Estate Vineyard; Richard Betts MS, An Approach To Relaxation; Tim Duval, John Duval Wines

1:00PM – 4:00PM  
WHITE CITY BALLROOM,  
CHICAGO ATHLETIC ASSOCIATION

### TRADE TASTING

→ WALK AROUND TASTING

→ AUSTRALIAN WINE DISCOVERED LOUNGE

Seminar attendance is by invitation only. A limited number of seats may be available to additional interested attendees. Should you wish to attend, please [register your interest](#) and we will contact you should additional space become available.

FAR FROM ORDINARY

# ROADSHOW

**WEDNESDAY 25 SEPTEMBER**

## MIAMI

11:30AM – 1:00PM  
PALM COURT

### **SEMINAR\*: HERITAGE AND PLACE – THE EVOLUTION OF AN AUSTRALIAN CLASSIC**

Presented by: Mark Davidson, Wine Australia; Chester Osborn, d'Arenberg; John Retsas, First Drop Wines; Janice McDonald, Howard Park Wines; Steve Flamsteed, Giant Steps

1:00PM – 4:00PM  
MOORE ELASTIKA

### **TRADE TASTING**

- WALK AROUND TASTING
- AUSTRALIAN WINE DISCOVERED LOUNGE

**FRIDAY 27 SEPTEMBER**

## DALLAS

11:30AM – 1:00PM  
EMBASSY, THE STATLER, DALLAS

### **SEMINAR\*: HERITAGE AND PLACE – THE EVOLUTION OF AN AUSTRALIAN CLASSIC**

Presented by:  
Mark Davidson, Wine Australia; Duncan Kennedy, Kay Brothers; Kate Goodman, Penley Estate; Steve Flamsteed, Giant Steps; Bruce Tyrrell, Tyrrell's Wines

1:00PM – 4:00PM  
GRAND BALLROOM, THE STATLER, DALLAS

### **TRADE TASTING**

- WALK AROUND TASTING
- AUSTRALIAN WINE DISCOVERED LOUNGE
- MADE OUR WAY THEATER
  - 2:00PM – 2:30PM – AFW's Shades of Shiraz. Chester Osborn, d'Arenberg and Justine Henschke, Henschke. Presented by Australian First Families of Wine
  - 3:00PM – 3:30PM – Margaret River World-Class Cabernet Sauvignon. Virginia Willcock, Vasse Felix and Tim Lovett, Leeuwin Estate. Presented by Margaret River Wine Association

**TUESDAY 1 OCTOBER**

## LOS ANGELES

11:30AM – 1:00PM  
MELROSE, 1 HOTEL WEST HOLLYWOOD

### **SEMINAR\*: HERITAGE AND PLACE – THE EVOLUTION OF AN AUSTRALIAN CLASSIC**

Presented by: Mark Davidson, Wine Australia; James Lindner, Langmeil Winery; Bruce Tyrrell, Tyrrell's Wines; Chester Osborn, d'Arenberg

1:00PM – 4:00PM  
SUNSET, 1 HOTEL WEST HOLLYWOOD

### **TRADE TASTING**

- WALK AROUND TASTING
- AUSTRALIAN WINE DISCOVERED LOUNGE
- MADE OUR WAY THEATER
  - 2:00PM – 2:30PM – Cool Climate Reds. Joel Tilbrook, Innocent Bystander. Presented by Wine Victoria
  - 3:00PM – 3:30PM – Margaret River World-Class Cabernet Sauvignon. Virginia Willcock, Vasse Felix and Tim Lovett, Leeuwin Estate. Presented by Margaret River Wine Association

**THURSDAY 3 OCTOBER**

## SAN FRANCISCO

11:30AM – 1:00PM  
TERRA GALLERY

### **SEMINAR\*: CABERNET FROM COAST TO COAST**

Presented by: Mark Davidson, Wine Australia; Virginia Willcock, Vasse Felix; Kate Goodman, Penley Estate; Chris Carpenter, Hickinbotham Clarendon Vineyard; Stephen Henschke, Henschke

1:00PM – 4:00PM  
TERRA GALLERY

### **TRADE TASTING**

- WALK AROUND TASTING
- AUSTRALIAN WINE DISCOVERED LOUNGE
- MADE OUR WAY THEATER
  - 2:00PM – 2:30PM – Margaret River World-Class Cabernet Sauvignon. Virginia Willcock, Vasse Felix and Tim Lovett, Leeuwin Estate. Presented by Margaret River Wine Association
  - 3:00PM – 3:30PM – Cool Climate Reds. Joel Tilbrook, Innocent Bystander. Presented by Wine Victoria

# FAR FROM ORDINARY ROADSHOW

# EXHIBITOR SCHEDULE

**MON 16 SEP – WED 18 SEP**

TRAVEL TO NEW YORK CITY

**ROADSHOW NEW YORK – UNION WEST**

**THU 19 SEP**

11:00AM – 12:00PM Exhibitors arrive, lunch provided

1:00PM – 4:00PM Trade Tasting

**FRI 20 SEP – SUN 22 SEP**

TRAVEL TO CHICAGO

**ROADSHOW CHICAGO – CHICAGO ATHLETIC ASSOCIATION**

**MON 23 SEP**

11:00AM – 12:00PM Exhibitors arrive, lunch provided

1:00PM – 4:00PM Trade Tasting

**TUE 24 SEP**

TRAVEL TO MIAMI

**ROADSHOW MIAMI – MOORE ELASTIKA**

**WED 25 SEP**

11:00AM – 12:00PM Exhibitors arrive, lunch provided

1:00PM – 4:00PM Trade Tasting

**THU 26 SEP**

TRAVEL TO DALLAS

**ROADSHOW DALLAS – THE STATLER**

**FRI 27 SEP**

11:00AM – 12:00PM Exhibitors arrive, lunch provided

1:00PM – 4:00PM Trade Tasting

**SAT 28 SEP – MON 30 SEP**

TRAVEL TO LOS ANGELES

**ROADSHOW LOS ANGELES – 1 HOTEL WEST HOLLYWOOD**

**TUE 1 OCT**

11:00AM – 12:00PM Exhibitors arrive, lunch provided

1:00PM – 4:00PM Trade Tasting

**WED 2 OCT**

TRAVEL TO SAN FRANCISCO

**ROADSHOW SAN FRANCISCO – TERRA GALLERY**

**THU 3 OCT**

11:00AM – 12:00PM Exhibitors arrive, lunch provided

1:00PM – 4:00PM Trade Tasting

**FRI 4 OCT**

ROADSHOW CONCLUDES – TRAVEL HOME

There are multiple retailer activations surrounding these dates and times, which are by invitation only and at the discretion of retail partners. If you have been invited to pour at any of these ancillary events, please refer to the travel instructions sent through via email invitation by Ginevra Altomara, or contact Ginevra direct if you have any questions: [ginevra.altomara@wineaustralia.com](mailto:ginevra.altomara@wineaustralia.com)

Winemakers participating in either the Wine Australia Seminar or the Made Our Way Theater sessions will be contacted by Wine Australia and briefed separately pre-event.

In the meantime, pre-planning queries for the Seminar can be directed to [annie.dingwall@wineaustralia.com](mailto:annie.dingwall@wineaustralia.com), and pre-planning queries for the Made Our Way Theater can be directed to [hollie.thomas@wineaustralia.com](mailto:hollie.thomas@wineaustralia.com)

**AUSTRALIAN WINE  
MADE OUR WAY**