

Wine Australia

AUSTRALIA DECANTED

06-10 OCTOBER 2019, LAKE TAHOE, USA

What is Australia Decanted?

Australia Decanted is an immersive, targeted wine education program held in Lake Tahoe, USA. The four-day event, featuring seminars, tastings and breakout sessions will be the finale to a month of activities held throughout the country to celebrate Aussie Wine Month 2019.

Why isn't the event hosted in Australia?

The distance to Australia makes it difficult to bring a large group of influential USA trade and media to experience Australia's wine culture. While we invite many influencers to Australia as part of our visits program, primary attendee targets for Australia Decanted are those who haven't attended a visit previously, due to distance and time constraints. The program allows for a stronger relationship with the USA wine community. Attendance is not open to those who attended Australia Decanted previously.

How has the program been developed?

All Wine Australia marketing campaigns are based on market insights, consumer trends and sector feedback. Wine Australia has also reviewed other immersive events in the USA and has worked with a steering committee of USA experts and influencers to develop the program.

What has been planned for the attendees?

Wine Australia has developed an immersive program that will enhance the perception and engage high-profile trade and media from across the USA. The Australia Decanted program will assemble a line-up of speakers, panels, seminars, tastings and leisure activities that collectively deliver Wine Australia's key messages, challenge and change perceptions of Australian wine amongst the USA wine community.

What is the focus of the wine program?

The major focus of Australia Decanted is to enhance the perception of Australian wine by showcasing the people, places and processes that make Australian wine unique. The program has been designed to highlight the opportunities for Australian wine in the USA market and amongst the USA wine community.

Who is invited to the event?

Wine Australia has identified 100 top-tier wine and trade opinion leaders from across the USA, including wine directors, national retail/grocery buyers, national on-premise buyers, selected educators (Master Sommelier/Master of Wine in particular, including some who manage education for national distributors) as well as print and online media.

Which winemakers are attending?

The individual winemakers chosen were evaluated according to strict and comprehensive criteria, including but not limited to:

Wine Australia

- Identified as a highly credible spokesperson on a particular variety, region or style that aligns with the messaging and strategy in the USA
- Strongly identifies with Australian wine and winemaking

The 2019 program aims to bring together a diverse collection of winemakers, representing many facets of the wine sector, from large scale production to small batch winemaking, and incorporating all styles from traditional to the unconventional.

What regions will be represented at Australia Decanted

Wine Australia will ensure that a vast range of regions from across Australia are represented during the program, and that regionality sits as an overarching message for the four days.

How are the wines selected for inclusion in the program?

The panel of wine experts from the USA and Wine Australia are selecting the wineries, winemakers and wines featured across the program.

Can I pay to have my wine featured in Australia Decanted?

There is no opportunity to pay for your wines to be featured in Australia Decanted. The panel of wine experts are recommending the wines that will be featured and Wine Australia is working with the nominated winemakers and wineries to develop the program. In future 'Australia Decanted' events, UPA elements may be added.

How is Australia Decanted being funded?

Australia Decanted is supported by the Australian Government's [\\$50 million Export and Regional Wine Support Package](#).