

1. FOUNDATIONS OF AUSTRALIAN WINE MASTER CLASS		TIANJIN & KUNMING
Date & Description	TIANJIN: 10:00 – 12:30 21 May 2019 KUNMING: 10:00 – 12:30 27 May 2019	
Audience	Wine trade, trade media and influencers	
Pax	Up to 120 guests	
Quantity of Wine	120 pax x 35ml pour per wine = 6 bottles per SKU. 9 SKUs	
Breakdown	Sparkling, Riesling, Semillon, Chardonnay, Cabernet Sauvignon, Shiraz, Grenache, Pinot Noir, and an alternative variety	
Wine Service	Managed by Wine Australia and venue's sommelier team	
Selection Criteria	<ul style="list-style-type: none"> Wines nominated must be 95+ points from reputable third-party endorsers such as James Halliday or equivalent Wines must be new to China market or existing in market Wines must have an Australian RRP of over AUD\$25 Wines must be a Sparkling, Riesling, Semillon, Chardonnay, Cabernet Sauvignon, Shiraz, Grenache, Pinot Noir, and an alternative variety Final wines selected by Chinese wine experts, in consultation with Wine Australia (80% exhibitor and 20% non-exhibitor brands) 	
Logistics	<ul style="list-style-type: none"> Call for Wine - specific Smartsheets to be distributed w/c 21 January Wine consolidation info and shipping instructions to be released on 4 February 	
2. AUSTRALIA'S GREAT CHARDONNAYS - A TASTE ABOVE ALL MASTER CLASS		HANGZHOU & SHENZHEN
Date & Description	HANGZHOU: 10:00 – 12:30 23 May 2019 SHENZHEN: 14:00 – 16:30 29 May 2019	
Audience	Wine trade, trade media and influencers	
Pax	Up to 120 guests	
Quantity of Wine	120 pax x 35ml pour per wine = 6 bottles per SKU. 8 SKUs	
Breakdown	Chardonnay from Lenswood/Adelaide Hills, Margaret River, Tumbarumba, Hunter Valley, Clare Valley, Pyrenees, Yarra Valley and Tasmania	
Wine Service	Managed by Wine Australia and venue's sommelier team	
Selection Criteria	<ul style="list-style-type: none"> Wines nominated must be 95+ points from reputable third-party endorsers such as James Halliday or equivalent Wines must be new to China market or existing in market Wines must have an Australian RRP of over AUD\$30 Wines must be Chardonnay from Lenswood/Adelaide Hills, Margaret River, Tumbarumba, Hunter Valley, Clare Valley, Pyrenees, Yarra Valley and Tasmania Final wines selected by Chinese wine experts, in consultation with Wine Australia (70% exhibitor and 30% non-exhibitor brands) 	
Logistics	<ul style="list-style-type: none"> Call for Wine - specific Smartsheets to be distributed w/c 21 January Wine consolidation info and shipping instructions to be released on 4 February 	

3. DIVERSE AUSTRALIAN SHIRAZ - FULL OF FLAVOUR, NOT PRETENCE MASTER CLASS		KUNMING
Audience	Wine trade, trade media and influencers	
Pax	Up to 120 guests	
Quantity of Wine	120 pax x 35ml pour per wine = 6 bottles per SKU. 8 SKUs	
Breakdown	Shiraz from Great Southern, Hunter Valley, Adelaide Hills, Frankland River, McLaren Vale, Pyrenees, Yarra Valley or Canberra	
Wine Service	Managed by Wine Australia and venue's sommelier team	
Selection Criteria	<ul style="list-style-type: none"> Wines nominated must be 95+ points from reputable third-party endorsers such as James Halliday or equivalent Wines must be new to China market or existing in market Wines must have an Australian RRP of over AUD\$30 Wines must be Shiraz from Great Southern, Hunter Valley, Adelaide Hills, Frankland River, McLaren Vale, Pyrenees, Yarra Valley or Canberra Final wines selected by Chinese wine experts, in consultation with Wine Australia (80% exhibitor and 20% non-exhibitor brands) 	
Logistics	<ul style="list-style-type: none"> Call for Wine - specific Smartsheets to be distributed w/c 21 January Wine consolidation info and shipping instructions to be released on 4 February 	
4. CHINA ROADSHOW 2019 CLOSING EVENT - TASTING BARS		SHENZHEN
Date & Description	19:00 – 22:00 29 May 2019 Large media, partner, key trade and Exhibitor gathering to act as a celebration of Australian wine and the end of the 2019 showcase. An opportunity to show our Australian spirit and that wine can be exciting and for all occasions	
Audience	Exhibitors (compulsorily), exhibitor trade guests, media, influencers, KOLs, educators, wine industry contacts, celebrities, local personalities, high net worth individuals and VIPs	
Pax	Up to 300 guests. One invitation per exhibitor	
Quantity of Wine	300 pax x 35ml pour per wine = 4 bottles per SKU 7 x wine tasting zones / 6 x SKUs served at each = 42 SKUs in total	
Wine Service	Poured by Winemakers & Sommeliers at each tasting zone (further info to be advised)	
Selection Criteria	<ul style="list-style-type: none"> Wines nominated must be 95+ points from reputable third-party endorsers such as James Halliday or equivalent Wines nominated must be new to China market or existing in market Wines nominated must have an Australian RRP of over AUD\$25 Wines nominated must be a Shiraz, Cabernet Sauvignon, Pinot Noir, Chardonnay, Riesling, Rose, Sparkling or considered an 'Emerging Variety' Final wines selected by venue sommelier, in consultation with Wine Australia (80% exhibitor and 20% non-exhibitor brands) 	
Logistics	<ul style="list-style-type: none"> Call for Wine - specific Smartsheets to be distributed w/c 21 January Wine consolidation info and shipping instructions to be released on 4 February 	