



Media release

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Adelaide to host the inaugural Savour 2013 – Australia's global wine forum

Wine Australia and the South Australian Government have come together to deliver the nation's first and biggest wine forum, Savour Australia 2013 – Australia's global wine forum.

To be held from 15 to 18 September 2013, Savour will attract hundreds of global and local wine distributors, retailers, winemakers and commentators to Adelaide. Guests will celebrate, learn about and delve into the potential of Australian wine.

Savour Australia 2013 is the most comprehensive exploration of Australian wine ever undertaken. It brings together a dynamic mix of business discussion, wine tastings and lifestyle experiences to illustrate the current and future position of Australian wine as a significant player in the global wine market.

Wine Australia Market Development General Manager, James Gosper, said Savour heralded a significant change in the promotion of Australian wine globally, with a purposeful shift into the lifestyle, food and travel arenas alongside key partners such as Tourism Australia.

"We want attendees to challenge the commonly held perceptions of Australian wine, uncover the business case for our wines and discuss Australia's role in the global wine market, but do this in a way that couples our wines with our quintessential Australian way of life," Mr Gosper said.

"We'll do this through up to 20 Landmark tastings, themed lunches and dinners and discussions that will showcase wines rarely shown and themes rarely explored to uncover the innovation, diversity and quality of what Australia has to offer - presented by Australia's leading winemakers and international wine personalities.

"Holding Savour in what is arguably the heartland of Australian wine, Adelaide, is not only exciting for the forum, but also for the city's restaurants and accommodation providers who will play an important role in shaping the story of Australian wine for our highly-influential delegates."

South Australian Premier Jay Weatherill said hosting Savour gave the state a unique opportunity to showcase its very best food and wine to delegates.



"The premium food and wine produced in our clean environment is world-renowned, and Savour presents an exciting opportunity to strengthen global understanding of all South Australia has to offer," Mr Weatherill said.

"I look forward to welcoming wine trade partners to South Australia and trust they will also learn more about our fantastic tourism opportunities and lifestyle."

Adelaide was selected as the host city by Wine Australia following an extensive national tender process.

The draft program and ticket prices for Savour will be released tomorrow, via the official Savour website at www.savour-australia.com. Early bird tickets will go on sale in the first week of April.

The program includes several business-focused sessions that will take an in-depth look at market trends, the current retail environment and Australia as a brand. Wine tastings will be held throughout the city alongside evening dinners and events.

From tomorrow, interested delegates will be able to visit the official site www.savour-australia.com and keep up to date with Savour news via Wine Australia's Twitter @wine_australia.

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Notes for editors:

- **Wine Australia** is a statutory Government agency established to provide strategic support to the Australian wine sector. Its mission is to identify and maximise the environment for sustainable demand for Australian wine