



A U S T R A L I A 2 0 1 3
AUSTRALIA'S GLOBAL WINE FORUM

PROGRAM 15 - 18 SEPTEMBER 2013

15

SEPTEMBER

5.30 pm

WELCOME RECEPTION

The opening night of Savour Australia 2013 will be held at the vibrant Adelaide Central Market, the largest undercover market in the Southern Hemisphere. Guests will enjoy South Australia's best food and wine and experience the hype and vibe with a selection of prominent stalls opening on the night. A bustling, colourful and aromatic place all year round.

VENUE Adelaide Central Market

8.30 pm

16

PROGRAM

8.45 am

INTRODUCTION AND WELCOME

An introduction to Savour Australia 2013 and welcome to the forum by the Premier of South Australia, the Hon Jay Weatherill MP and James Gosper, General Manager – Market Development, Wine Australia.

VENUE Adelaide Convention Centre Hall BC**HOST** The Hon Jay Weatherill MP, Premier of SA
James Gosper, General Manager, Market Development, Wine Australia

8.55 am

Introduction and launch of the People to Plate video series featuring Andre Ursini, Kris Lloyd and 'Auntie' Anne Duguid video.

9.00 am

KEYNOTE SPEAKER*How food and wine can leverage country branding*

Presented by keynote speaker Wendy Perrin, Condé Nast Traveller's Director of Consumer News and Digital Community, this session will focus on the importance of food and wine to a country's international image, reputation and branding, and how food and wine defines the perception of a country's culture.

VENUE Adelaide Convention Centre Hall BC**HOST** Jeremy Oliver

9.30 am

FOOD AND WINE STRATEGY*Tourism Australia and Wine Australia*

Andrew McEvoy, Managing Director, Tourism Australia; Nick Baker, Executive General Manager, Consumer Marketing, Tourism Australia and James Gosper, General Manager – Market Development, Wine Australia will present on the jointly funded food and wine strategy.

VENUE Adelaide Convention Centre Hall BC**HOST** Andrew McEvoy, Managing Director,
Tourism Australia

10.00 am

Introduction and viewing of the second People to Plate video featuring Mark Jensen, John Susman and Peter Logan.

10.05 am

MYTHBUSTING*Australia's regions, sites, innovation, quality, diversity and its characters*

Some of Australia's leading winemakers will present this lively 70-minute session demonstrating to our supply chain partners from all around the world the profitable and unique opportunity Australian wine offers their business. Panellists: Prue Henschke – Henschke Wines, Steve Webber – De Bortoli Wines, Bernard Hickin – Jacob's Creek, Dan Johnson – The Australian Wine Research Institute, Warren Randall – Seppeltsfield, Bruce Tyrrell – Tyrrell's Wines, Michael East – Accolade Wines, Corrina Wright – Oliver's Taranga, Gioia Small – Treasury Wine Estates.

VENUE Adelaide Convention Centre Hall BC**HOST** Jeremy Oliver

11.15 am

MORNING TEA

Graze your way through the providores' market and connect with Australian wine producers, the world's wine trade and media.

VENUE Adelaide Convention Centre Hall H

11.45 am

AUSTRALIA'S ADVANTAGE*How Australia is placed to take advantage of the global trends – our advantages over other suppliers*

Stuart McNab, Chief Supply Officer of Global Production, Treasury Wine Estates will present on why customers should invest in Australian wine and how the Australian wine category can take advantage of the supply and demand outlook and global trends.

VENUE Adelaide Convention Centre Hall BC**HOST** Jeremy Oliver

16

SEPTEMBER PROGRAM

12.20 pm

Introduction and viewing of the third People to Plate video featuring Matt Stone, Matt Purbrick and Steve Flamsteed.

12.25 pm

THE ROLE OF SOCIAL MEDIA AND TRADITIONAL COMMUNICATION

Moderated by Angie Bradbury, Chair of the Wine Communicators of Australia, this session will involve presentation and debate. Kristen Boschma, General Manager, The Social Hatch will be joined by Ray Isle, Executive Wine Editor, Food and Wine Magazine; Robert Joseph, Editor-at-Large, Meininger Verlag; Leslie Sbrocco, from USA's Today Show and Dave McIntyre, Wine Columnist, The Washington Post to provide insights on the appropriate media channels to improve a brand's dialogue within various target audiences and to help change brand perceptions, particularly in mature markets and channels. The panel will also discuss the transition from traditional media to modern media and explore how the story of premium Australian wine can be told using social media channels, while also navigating the difficulties of communicating complexity and nuanced brand stories in a fast-paced 24-hour 'blink and you'll miss it' global news cycle.

VENUE Adelaide Convention Centre Hall BC

HOST Angie Bradbury

1.05 pm

Introduction and viewing of the final People to Plate video featuring Good Food Guide Young Chef of the Year Ollie Gould, Joel Pizzini and beef producer Tim O'Connor.

1.10 pm

THE AUSTRALIAN 'BACKYARD' LUNCH

Our Savour Australia 2013 chefs and farmers have combined to prepare a classic Australian backyard lunch.

VENUE Adelaide Convention Centre Hall H

2.00 pm

Transfer to Landmark Australia Tasting venues

2.30 pm

LANDMARK AUSTRALIA TASTINGS

These reserved seating ONLY tastings will showcase wines that exemplify Australia's ultimate wine offering from the past, present and future.

VENUE Various

6.10 pm

Transfer to allocated dinner venues (see maps)

7.00 pm

DINNER

Pre-booked dinners at various locations showcasing the best food and wine experiences from around Australia.

Dinners hosted by the South Australian Government, Wines of Western Australia, the New South Wales Wine Industry Association, Treasury Wine Estates, Jacob's Creek, Australia's First Families of Wine and Wine Australia.

VENUE Various

10.30 pm

ALL DAY EVENTS

9.00 am

SAVOUR AUSTRALIA 2013 TASTING BARS

Open throughout the day, the tasting bars will allow you to discover Australian wine's many new styles, varieties and regions at your own pace.

VENUE Adelaide Convention Centre Hall H

ENTRY TO MARKET LOUNGE

Networking Lounge

The Entry to Market Lounge is a fully serviced networking lounge that provides the opportunity for Australian wine producers to meet one-on-one to discuss business opportunities with importers and distributors. It is a shared meeting space to facilitate business development meetings and can be used by all Australian wine producer delegates and visiting trade.

VENUE Adelaide Convention Centre Hall H

PROVIDORES' MARKET

Fresh Australian food and produce will be available throughout the day in the providers' market for all delegates to sample.

VENUE Adelaide Convention Centre Hall H

5.00 pm

17

SEPTEMBER PROGRAM

8.45 am

INTRODUCTION**VENUE** Adelaide Convention Centre Hall BC**HOST** Jeremy Oliver

8.47 am

INTRODUCING: THE NAB AGRIBUSINESS SAVOUR AUSTRALIA 2013 BUSINESS SERIES**VENUE** Adelaide Convention Centre Hall BC**HOST** Malcolm Pridham, Regional Agribusiness Manager, SA South, NAB Agribusiness

8.50 am

AUSTRALIAN ECONOMIC UPDATE**VENUE** Adelaide Convention Centre Hall BC**HOST** Dean Pearson, Head of Industry Economics, National Australia Bank

9.05 am

AUSTRALIA ON THE GLOBAL STAGE*Global market trends and Australian wine*

Mike Veseth, Professor, Author and Editor of The Wine Economist, will look at the global supply and demand outlook and the existing inventory position. Exploring markets and price points in growth, the session will highlight the market opportunity. In addition, Mike will explore Australia's viticultural resource, how Australia has and is adapting, the stability of supply and ability to meet the market opportunities.

VENUE Adelaide Convention Centre Hall BC**HOST** Dean Pearson, Head of Industry Economics, National Australia Bank

9.45 am

GLOBAL MARKET TRENDS*Understanding how consumers' lives are changing*

Michael Walton, Executive Director Consumer and Business Intelligence, Nielsen Pacific will present on global consumer trends including insights and data demonstrating

how consumers' lives are changing and the impact this will have on wine as a category. Michael will explore trends including premiumisation, the impact of social media and how consumers choose wines to purchase.

VENUE Adelaide Convention Centre Hall BC**HOST** Dean Pearson, Head of Industry Economics, National Australia Bank

10.25 am

RETAILERS - FRIEND OR FOE?*Can retailers and wine suppliers align interests? Tactics for engaging consumers through retail partnerships.*

Leading pricing strategist Ron Wood will present on how retailers and suppliers can have aligned interests and consider the tactics suppliers should adopt to engage consumers through retail partnerships. Ron will explore how wine producers have traditionally engaged retailers and look at case studies of other categories with fragmented supply and significant choice that have partnered with retailers to build category profit. Emma Biggs, BWS Format Manager, Tesco and Paul Schaafsma, Commercial General Manager, UK & Ireland, Accolade Wines will then draw from Ron's comments to explore how a positive collaborative relationship between supplier and retailer can work. Ron, Emma and Paul will then be joined in a panel Q&A by Brad Banducci, Director, Woolworths Liquor Group; Don Bobey, Category Manager, Wine, Liquor Stores N.A. Ltd and Tom Stanley, Chief Operating Officer, Morrell and Company.

VENUE Adelaide Convention Centre Hall BC**HOST** Jeremy Oliver

11.15 am

MORNING TEA

Graze your way through the providores' market and connect with Australian wine producers, the world's wine trade and media.

VENUE Adelaide Convention Centre Hall H

11.40 am

① USA: SELLING AUSTRALIAN WINE*What matters?*

Angela Slade, Regional Director, Wine Australia will lead a panel discussion of representatives from all channels in the USA providing insight into the critical business hurdles that producers must overcome to successfully build their brand in the tiered US system. The panel will include Josh Wesson, Sommelier, Author and Best Cellars Founder; Elin McCoy, Wine Columnist, Bloomberg; Mark Esterman, Wine and Spirits Buyer, Meijer and Richard Betts, Master Sommelier and Forbes.com to explore the critical success factors in developing a successful brand and category presence in the respective channels in the USA.

VENUE Adelaide Convention Centre Riverbank Rooms**HOST** Angela Slade**② UK: RE-BOOTING A MATURE MARKET**

Tim Wildman MW will revisit his 2007 Master of Wine Dissertation which was a marketing paper assessing the attitudes of the UK wine trade towards Australian wine. He will be joined by a panel of UK experts including Robert Joseph, Editor-

SELECT YOUR SESSION

at-Large, Meininger Verlag; Pierpaolo Petrassi, Head of Beer/Wine/Spirits, Waitrose; Sarah Ahmed, Wine Writer and Founder of The Wine Detective and James Davis, Senior Wine, Spirits and Coffee Buyer, Greene King for a wide-ranging discussion on how far Australia has come in six short years, how much has been achieved, how attitudes have changed, how styles have evolved, and consider the aspects of the dissertation that are still a work in progress. The panel will drill into how we engage consumers in a mature market and the relevance of various cues.

VENUE Adelaide Convention Centre Riverbank Rooms
HOST Tim Wildman

③ CHINA: SELLING AUSTRALIAN WINE *What matters?*

Jeremy Oliver will host a panel Q&A on key success factors for brand owners doing business in China. The panel discussion of representatives from all channels in the China market, including Lulie Halstead, Chief Executive, Wine Intelligence; Jeremy Stockman, Trading Director, Watson's Wine; Yang Lu, Wine Director, Shangri-La Group; Simon Tam, Head of Wine, Christie's and Professor Demei Li, Winemaker and Wine Judge will provide insight and content on the important factors to develop a successful category presence in various channels across China.

VENUE Adelaide Convention Centre Hall BC
HOST Jeremy Oliver

12.20 pm

12.25 pm

① "EXCUSE ME WAITER, WHERE'S THE AUSTRALIAN SECTION PLEASE?"

UK wine writer and honorary Australian of the Year Matthew Jukes will assess the suitability of Australian wine in the on-premise market and the business case for greater representation from a quality of offer and business profitability perspective. Matthew will be joined in a panel Q&A by Hamish Anderson, Director, Tate Restaurant Group; John Szabo, Master Sommelier and Restaurant Consultant, Wine Align; Carla Rzeszewski, Wine Director, Spotted Pig, The Breslin, John Dory Oyster Bar; Hendrick Thoma, Master Sommelier and host of www.weinamlimit.de and Jordan Mackay, Wine and Spirits Writer, San Francisco Magazine to consider how Australia can increase its representation and market share in the on-premise channel.

VENUE Adelaide Convention Centre Riverbank Rooms
HOST Matthew Jukes

② D2C: DEALING DIRECT

Peter McAtamney, Principal Wine Business Solutions, will host a panel discussion on the growth in direct to consumer sales. Peter will provide insights from his research and experience on successes and failures in this channel and how Australian wine can achieve greater cut through. Peter will be joined in a panel Q&A by Mike Osborn, Founder, wine.com; Liu Jun, CEO, yesmywine.com; Josh Genderson, Wine Buyer, Schneiders of Capitol Hill; Chuck Hayward, Australia and New Zealand Wine Buyer, JJ Buckley; and Dean Taylor, CEO, Crackawines.com.au to discuss market specific considerations.

VENUE Adelaide Convention Centre Hall BC
HOST Peter McAtamney

③ INDEPENDENT RETAIL

Engaging consumers through independent retail

James Gosper, General Manager – Market Development, Wine Australia will host a panel to discuss the opportunity for Australia to engage consumers through the independent retail channel. The panel will consider how the market has changed, how big box retail has impacted the independent retail channel and look at the strengths of this channel and insights around the consumers that support it. The panel will include Michael Yurch, President, Sherry-Lehmann; John Jens, Wine Writer and owner of Lamont's; Jim Chanteloup, Australian Wine Specialist, K&L Wine Merchants; Steve Lewis, Chief Executive, Majestic Wine; and Philip Rich, Partner, Prince Wine Store who will provide market specific insights.

VENUE Adelaide Convention Centre Riverbank Rooms
HOST James Gosper

1.00 pm

Move to lunch venue in Hall H, Adelaide Convention Centre

1.05 pm

TOURISM AUSTRALIA'S 'BEACH' LUNCH

Introducing the Ultimate Winery Experiences

Our Savour Australia 2013 chefs and farmers have combined to prepare a casual 'at the beach' lunch. Tourism Australia will introduce their 'best of' campaign, specifically the Ultimate Winery Experiences.

VENUE Adelaide Convention Centre Hall H

17

SEPTEMBER PROGRAM

2.00 pm

Transfer to Landmark Australia Tasting venues

2.30 pm

LANDMARK AUSTRALIA TASTINGS

These reserved seating ONLY tastings will showcase wines that exemplify Australia's ultimate wine offering from the past, present and future.

VENUE Various

3.00 pm

Afternoon sessions for Australian wine producers - by registration

BUILDING DIRECT TO CONSUMER BUSINESS PART 1

Building direct to consumer business: Two-hour business session for Australian wine producers hosted by Peter McAtamney, Principal, Wine Business Solutions which will discuss in detail how to build brands and your business through the direct to consumer channel. Peter is focusing on what companies that can't compete in traditional retail channels should do to build their business through direct interaction and conversation with consumers. It will cover cellar door, online and on-premise strategies.

VENUE Adelaide Convention Centre Riverbank Rooms**HOST** Peter McAtamney

4.00 pm

BUILDING DIRECT TO CONSUMER BUSINESS PART 2

Building direct to consumer business: The second part of the two-hour business session for Australian wine producers hosted by Peter McAtamney, Principal, Wine Business Solutions which will discuss in detail how to build brands and your business through the direct to consumer channel. Peter is focusing on what companies that can't compete in traditional retail channels should do to build their business through direct interaction and conversation with consumers. It will cover cellar door, online and on-premise strategies.

VENUE Adelaide Convention Centre Riverbank Rooms**HOST** Peter McAtamney

5.00 pm

4.00 pm

RETAIL WORKSHOPS

Offsite retail workshop - by invitation only

VENUE Offsite

7.00 pm

NIGHT MARKETS

In the theatrical setting of one of Australia's oldest theatres, join the Savour Australia 2013 chefs, farmers and Australian wine producers for a night of diverse food, wine and entertainment.

VENUE The Queen's Theatre, Adelaide

10.30 pm

9.00 am

SAVOUR AUSTRALIA 2013 TASTING BARS

Open throughout the day, the tasting bars will allow you to discover Australian wine's many new styles, varieties and regions at your own pace.

VENUE Adelaide Convention Centre Hall H**ENTRY TO MARKET LOUNGE****Networking Lounge**

The Entry to Market Lounge is a fully serviced networking lounge that provides the opportunity for Australian wine producers to meet one-on-one to discuss business opportunities with importers and distributors. It is a shared meeting space to facilitate business development meetings and can be used by all Australian wine producer delegates and visiting trade.

VENUE Adelaide Convention Centre Hall H**PROVIDORES' MARKET**

Fresh Australian food and produce will be available throughout the day in the providers' market for all delegates to sample.

VENUE Adelaide Convention Centre Hall H

5.00 pm

ALL DAY EVENTS

18

SEPTEMBER PROGRAM

10.00 am

GRAND TASTING

The Grand Tasting presents an opportunity to join over 150 winemakers and wineries pouring to more than 750 key wine trade and media delegates, from Australia and overseas, as part of the largest and most comprehensive industry tasting event ever held in Adelaide.

VENUE Adelaide Convention Centre Hall H

PROVIDORES' MARKET

Fresh Australian food and produce will be available throughout the day in the proveedores' market for all delegates to sample.

VENUE Adelaide Convention Centre Hall H

4.00 pm

