

MEDIA RELEASE

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Workshops to provide unique insights into Australian market

Australian wineries will have a rare opportunity to learn first-hand from the world's foremost expert on wine consumer behaviour and market intelligence next month.

Lulie Halstead, CEO of London-based Wine Intelligence, will present her company's latest insights on trends in the Australian market during special workshops in Adelaide, Melbourne and Sydney.

"Lulie was one of the standout speakers at this year's Outlook Conference in Melbourne and it is a real coup to be able to make her available in an interactive workshop format," said the chief executive of the Winemakers' Federation of Australia, Stephen Strachan. "Normally this calibre of information and analysis is only available through expensive subscriptions.

"These will be small, high-level sessions suitable for CEOs, brand managers, business developers, marketing and sales leaders and regional wine industry executives who need to be across what is happening in the domestic market now.

"As well as presenting the latest research, Lulie will focus on strategies for attracting younger consumers and the importance of brands for both individual businesses and wine regions."

Workshops are confirmed for Adelaide on 13 January, Melbourne on 17 January and Sydney on 19 January. For information and a booking form visit www.wfa.org.au/workshops.aspx

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