

Wine Australia

Media Release

Tuesday, 26 June 2018

Championing Australian wine in the USA

This July, 100 influential Americans will experience Australia's vibrant and exciting wine culture at Australia Decanted, a four-day, invitation-only symposium exploring the varieties, regions and styles of wine that make Australia's one of the world's most diverse and thrilling wine scenes.

Led by 13 eminent Australian winemakers, the American influencers will explore classic expressions, new interpretations and the influence of altitude, attitude and terroir on Australian wine at beautiful Lake Tahoe, California.

Australia Decanted will feature seminars, tastings and a vibrant program that will give the invited national retail and on-premise buyers, selected educators, Master Sommeliers, Masters of Wine and media a fresh understanding of the people, the culture and the places shaping Australian wine today.

The special guest Australian winemakers are Bruce Tyrrell (Tyrrells Wines), Virginia Willcock (Vasse Felix), Sue Hodder (Wynns Coonawarra), Sarah Crowe (Yarra Yering), Louisa Rose (Yalumba), Michael Hill-Smith MW (Shaw & Smith Wines), Michael Dhillon (Bindi Wines), Mac Forbes (Mac Forbes Wines), Steve Pannell (S.C. Pannell Wines), John Duval (John Duval Wines), Tim Kirk (Clonakilla), Steve Flamsteed (Giant Steps) and Jeffrey Grosset (Grosset Wines).

Senator Anne Ruston, Assistant Minister for Agriculture and Water Resources, said events like Australia Decanted will send a strong signal to the US market that Australia is ready to do business.

'Engaging with the US market and building demand for our wine exports is a key goal of the \$50 million Export and Regional Wine Support Package.

'We're backing our exporters to secure new distribution channels and accelerate the growth of Australia's wine exports in the world's largest wine market', she said.

Wine Australia Chief Executive Officer Andreas Clark said Australia Decanted is the beginning of a dedicated, multi-year marketing strategy in the USA.

'We're investing significantly to share our stories in the USA. Australia Decanted will flow into Aussie Wine Week in September 2018, and then consumer activations in New York City will build into a month-long celebration of Australian wine across the US market in September 2019.

'The \$50m Package has enabled us to drive bigger and bolder engagement to change the perception of Australian wine, capture market opportunities and drive export and tourism growth.

'We've just wrapped up our most successful events in China – Vinexpo Hong Kong and the China Roadshow – and under our Australian Wine Made Our Way campaign, we are telling our stories to the world', he said.

More information about Australia Decanted is available [here](#).

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About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and extension (RD&E), growing domestic and international markets, protecting the reputation of Australian wine and administering the Export and Regional Wine Support Package.

Wine Australia is an Australian Commonwealth Government statutory authority, established under the *Wine Australia Act 2013*, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&E investments.