

Wine Australia

Australia Trade Tasting 2021 A virtual event

FAQs

Q: Why has Wine Australia converted the Australia Trade Tasting 2021 into a virtual event?

We have converted our Australia Trade Tasting, held each year in the UK, into a virtual event. Unfortunately, with the ongoing COVID-19 pandemic and increased restrictions around tasting protocols and the numbers of attendees, it is not possible to plan for large physical tasting events in early 2021.

Currently in the UK, different geographical regions are subject to different restrictions to help prevent the spread of COVID-19. There are limits on gatherings, households mixing and travel, as well as closures in the hospitality sector.

While the situation is always changing, the safety and wellbeing of our staff and the Australian and international wine community remains our top priority. Planning for a virtual event now will enable us to put together a comprehensive program to showcase the quality and diversity of Australian wine. We are disappointed that we are unable to hold the Australia Trade Tasting 2021 in person, but we are excited about the new virtual format.

Q. What does the new virtual format of the Australia Trade Tasting look like?

We are developing a full week of virtual activities that will include tastings, discussions and webinars hosted by winemakers, sommeliers, independent retailers and key influencers. More details will be shared soon.

Q. What themes and topics will the virtual Australia Trade Tasting 2021 focus on?

Like our previous Australia Trade Tastings, this virtual event will showcase the quality and diversity of Australian wine. Guests will be able to refresh their knowledge of Australian wine, hear about new trends and find out what's coming out of Australia today.

This is an opportunity for trade to explore Australia's distinct regions, grape varieties, old vines and innovative winemaking while tasting a selection of iconic and uniquely Australian wine styles.

More details including the program, themes and presenters will be revealed soon. Updates will be posted on our event page, which you can view [here](#).

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Q. Who is the audience of the virtual Australia Trade Tasting 2021?

Our target audience is as varied as our usual Australia Trade Tasting. Invited guests will include retail buyers, independent specialists, the on-trade and sommeliers, media and educators. This new online event makes it easy for trade from across the UK to attend as people will not need to travel.

Q. How can Australian producers and distributors get involved in the virtual Australia Trade Tasting 2021?

Once we have finalised all the themes of the virtual tastings, we will be inviting producers and distributors to put forward wines that meet the criteria for each tasting. The wines will then be selected by an expert panel and we will be in touch with the producers and distributors to request these samples.

Q. How can the UK and European trade sign up for the virtual Australia Trade Tasting 2021?

In December we will be inviting people to our virtual event. In the meantime, we will be adding details including the program, themes and presenters to our event page, which you can view [here](#).

Q. How does a Wine Australia virtual tasting work?

We decant bottles of wine into small sample bottles under inert gas, then carefully package the samples and have them delivered to guests' homes the day before the virtual tasting. For this process and delivery, we are using a logistics partner with whom we have been working with since August 2020. The wines will be in optimum condition for 48 hours after delivery. Guests will receive a link to join the virtual tasting. During the session, guests can interact with the presenters and other guests using the conversation box. Only the presenters will be on screen and often there will be a PowerPoint presentation.

Q. Who can I contact at Wine Australia about the virtual event?

For queries about the event, please contact Camilla Coste on camilla.coste@wineaustralia.com / +44 (0)7598 020 910.

For media queries, please contact Emma Baumann on emma.baumann@wineaustralia.com / +44 (0)759 083 4514.