



WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

Media Release

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HUON HOOKE TO OPEN THE 2019 CHINA - AUSTRALIA WINE MARKETING SUMMIT

Wine Communicators of Australia is thrilled to announce that Huon Hooke, one of the most respected and trusted voices in Australian Wine, will be opening the China - Australia Wine Marketing Summit on April 4, 2019 in Sydney.

With a career spanning 35 years, Huon Hooke has enjoyed acclaimed success as an Australian independent wine writer, wine critic and show judge. Hooke is the co-Chair of the Decanter World Wine Awards Australian panel, a wine writer and judge of more than 30 years standing, a judge of the Australian Winemaker of the Year awards, and Chair of the Vin de Champagne Awards.

Hooke was the co-author of the Penguin Good Australian Wine Guide for 17 years and to date has been awarded nine awards for wine writing. The latest is the 2018 Legend of the Vine, awarded by Wine Communicators of Australia for his outstanding contribution to the Australian wine industry.

"I'm delighted to be opening the WCA China - Australia Wine Marketing Summit. The Summit is a must-attend event which has attracted Australia's top wine brands. I look forward to participating in the Summit and celebrating the strengths of Australian wine brands on an international stage." Huon Hooke - Wine Writer.

Huon currently writes for independent publications, Decanter and Gourmet Traveller Wine, and writes wine columns in both the Sydney Morning Herald Good Food and Good Weekend magazines. He is also an active contributor in the online wine world, as co-founder and contributor for [The Real Review](#), Australia's and New Zealand's most widely read online wine magazine, and in 2011 published his own website and mobile app - www.huonhooke.com where you can find all of his up-to-date tasting notes.

Lynda Schenk, Executive Officer of WCA, said of the announcement, *"We are excited and honoured to have Huon Hooke opening the China-Australia Wine Marketing Summit in April. Huon will no doubt set an exemplary tone for the rest of the day's program, speaking with great passion for the industry, and with in-depth understanding of the strengths of Australian wine brands internationally, providing valuable insight into the ever increasing importance of growing these brands in markets such as China."*

For a full list of the speakers and to register and book your attendance:

Reserve your seat via the Wine Communicators of Australia website at the link below.

- <https://winecommunicators.com.au/event/china-australia-wine-marketing-summit/>

For more information please contact:

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ABOUT WCA

Wine Communicators of Australia was established as a national not-for-profit company in December 2010 growing out of the well-respected Wine Press Clubs of NSW, Victoria and South Australia. It aims to be Australia's pre-eminent organisation connecting business professionals working with wine and currently has more than 500 members.