



WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

Media Release

May 2019

WCA PRESENTS: TRENDS AND INNOVATIONS IN THE WINE INDUSTRY

This June, the Victorian chapter of Wine Communicators of Australia (WCA) invites local wine and hospitality professionals to join them for an insightful panel event at Treasury Wine Estates in Melbourne. This activity provides an opportunity for participants to hear about the latest trends and innovation currently faced in the wine industry from four expert panelists.

The expert panel will include:

- Sarah Andrew (National Co-President of Sommeliers Australia, Founder of Selador Wines)
- Rodney Sammut (Australia and NZ Country Manager, Wine Intelligence)
- Angus Lilley (Deputy Chief Marketing Officer, Treasury Wine Estate)
- Adam Marks (Founder and Winemaker, Bress Wines)

Each panellist will bring their own unique experience and observations to the discussion in a highly anticipated night not to be missed for wine and hospitality professionals in Victoria.

The conversation will be guided by Alquime Founder and Editor Josh Elias, who will steer the panel through a variety of discussion topics including:

- Australian wine consumption
- Australian wine export
- Australian consumption trends and top selling varietals
- The evolution of the restaurant wine list and how it is differentiated across Australia
- Packaging and environmental concerns
- Millennials and Gen Y drinkers
- Biodynamics and sustainability

WCA spokesperson and Halliday Wine Companion Commercial Director, Jacinta Hardie-Grant says, "This is the start of a new era for Wine Communicators of Australia Victorian Chapter and we are excited to be launching our first event for 2019 aimed at engaging wine media communicators and industry, encouraging discussion about the latest trends and innovations and creating a valuable networking opportunity."

Event Details – Trends and Innovation in the wine industry

Date: Tuesday 11 June 2019

Time: 6.00pm – 7.30pm

Venue: Treasury Wine Estates, Level 8, 161 Collins Street, Melbourne

Tickets - \$20 WCA members; \$30 non members

Ticket price includes a Q&A panel discussion, and industry networking opportunity with drinks and nibbles provided.

Tickets available via: <https://winecommunicators.com.au/event/trends-and-innovation-in-the-wine-industry/>

For more information please contact:

- Prue Kline | WCA Marketing Officer | 0417 746 126 | wca@winecommunicators.com.au

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.



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Website: <https://winecommunicators.com.au>

Facebook: <https://www.facebook.com/WineCommunicatorsAust/>

Twitter & Instagram: @winecomaust

#WCAVicChapter

Meet the experts:

Sarah Andrew

A DipWSET (Honours) / Certified Sommelier, Sarah has operated *Selador Wines* consultancy for 13 years and joined *House of Fine Wine* in 2017 as National On-Premise Business Manager and WSET educator. She is National Co-President of *Sommeliers Australia*, on the WSET Advisory Board, representing Oceania and an advisory board member for *Australian Women in Wine*. She is also a regular member on the tasting panel for *Winestate* and an active wine show judge.

Rodney Sammut

Based in Sydney, Rodney is the Country Manager for Australia and New Zealand for *Wine Intelligence*. He is a seasoned wine insights and wine marketing specialist and has a deep understanding of what makes consumers tick when it comes to their wine choices; from the grape to the wine glass and everything in between. With 20 plus years of experience in the world of wine he has held positions including: Head of Consumer Insights at Endeavour Drinks Group (*Woolworths*), Global Market Analyst at *Southcorp*, Global Insights Director at *Fosters* and Global Marketing Manager at *McWilliams*.

Angus Lilley

Angus leads the marketing strategy and implementation for Treasury Wine Estates portfolio of treasured brands across Australia, New Zealand, South East Asia, Middle East and Europe. He is responsible for the development and implementation of multi-faceted consumer marketing programs for some of the biggest names in wine including Penfolds, Wolf Blass, Squealing Pig, Seppelt and 19 Crimes.

Angus has vast experience across the global wine industry having held previous senior marketing roles with Hardy's in Australia and Constellation Brands across the US, UK and Europe. He has a proven track record for developing effective brand strategies and leading strong teams, and challenges the status quo in the ever-changing marketing landscape.

Adam Marks

Bress Founder and Winemaker. A qualified viticulturist and winemaker with more than 25 years' experience, Adam has made wine throughout the world for both large and small producers. Disillusioned with large corporate winemaking, Adam established Bress in 2001 with a desire to produce wines from fruit sourced from notable viticultural regions, using a minimal intervention approach in the winery. Adam is an entertaining character and his passion for wine, cider and sustainability on a global scale is evident in all that he does.