



Keynote Speakers Announced for Wine Media Conference

August 1, 2019 - The Wine Media Conference is pleased to announce Bruce Schoenfeld and Max Allen as keynote speakers for the 2019 Wine Media Conference to be held in the Hunter Valley, NSW October 10-12.

“We are thrilled to have two outstanding wine writers from two continents delivering keynote addresses at the 2019 Wine Media Conference”, explained conference organizer Allan Wright of Zephyr Conferences. “With Bruce representing North America and Max representing Australia, our keynotes accurately reflect the international nature of this conference.”

Bruce Schoenfeld – Opening Keynote

For over 30 years, Bruce Schoenfeld’s frank and informative journalism has appeared in many of the most respected publications that cover wine. For years a contributing editor at Wine Spectator, he spent a decade as the wine editor of Travel + Leisure. He has written for Gourmet, Saveur, Food & Wine and Wine & Spirits, as well as WIRED and National Geographic Traveler, and he contributes several long pieces annually to The World of Fine Wine. He has published two books and won two Emmy Awards, and he also regularly writes about sports for ESPN, The New York Times Magazine, and other publications. At home in the Rocky Mountain foothills, he plays basketball, drinks Barolo, and spends as much time as possible with his wife and two sons.

Max Allen – Closing Keynote

Max Allen has been writing about wine and drinks for more than 25 years. He is a columnist for the *Australian Financial Review*, *Gourmet Traveller Magazine*, *Gourmet Traveller WINE* and *jancisrobinson.com*. In 2011 Max’s book *The Future Makers: Australian Wines for the 21st Century* was named Best International Wine Book at the Louis Roederer Wine Writers Awards in London. In 2013 Max was awarded a State Library of Victoria Creative Fellowship; in 2016, he was inducted as a Legend of the Melbourne Food and Wine Festival for his contribution to gastronomic culture; in 2018, he was named Wine Communicator of the Year. He is currently working on his next book, a cultural history of drinking in Australia.

About the Wine Media Conference

The Wine Media Conference, founded in 2008 as the Wine Bloggers Conference, is the preeminent annual gathering for wine media. The conference attracts wine bloggers, wine writers, and wine influencers who write, photograph, and video about wines and the wine industry. It is also designed for Wine Industry Communicators who wish to interact with the attending media and learn from the exciting content at the

conference, most of which is applicable or exclusively oriented to wineries and other wine industry companies. The 2019 conference is the first event being held outside North America and is supported by the Australian Government's International Wine Tourism Competitive Grants program, administered by Wine Australia as part of the \$50 million Export and Regional Wine Support Package, along with local support from Destination New South Wales, and cooperation from Wine Communicators of Australia.

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