



The Australian Wine  
Research Institute



## NEWS RELEASE

### For immediate release Friday 27 March, 2015 Unveiling McLaren Vale's VALO

VALO, a highly innovative new event centred on McLaren Vale wine, will be revealed at an exclusive launch event at 2KW in Adelaide on Wednesday 1 April.

VALO provides an entirely new way for discerning wine consumers to interact with the people and produce that make McLaren Vale unique. It combines a program of four unforgettable wine experiences with the production of a 'best of the best' regional wine, presented in a unique hand-crafted package. The 2015 VALO amphora is an exquisite glass art, designed by renowned SA glass craftsman Nick Mount and industrial designer John Brooks.

CEO of McLaren Vale Grape and Wine Tourism Association (MVGWTA), Marc Allgrove, said "VALO showcases the innovation and passion that are the hallmarks of the McLaren Vale region. VALO guests will gain a unique understanding of the science, the art and the people behind our wines, as well as exposure to our exceptional food and landscapes."

"This is not just about the wines, it's about sharing our devotion to the vineyards, the soil, our tools of trade, and the joy of discovering new approaches to our craft".



(photo by Pippy Mount Photography)

Leading South Australians have been invited to preview the VALO experience.

The launch event will feature:

- An address by Prof. Göran Roos, South Australia's former Thinker in Residence
- A showcase of the finest McLaren Vale produce
- The VALO amphora and magnetic closure on display
- Demonstrations of flavours and aromas found in wine and how people differ in their sensitivities to them

VALO was developed through a collaborative initiative between the Australian Wine Research Institute (AWRI), MVGWTA and Scholle Packaging and is supported by the Onkaparinga Council, Coriole, Dowie Doole, Solitaire Automotive Group and the State Government of SA.

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