

# Wine Consumer and Market Insights Symposium



## Date

27 November 2014

9:30am to 4:40pm

## Venue

Elisabeth Murdoch  
Lecture Theatre

The University of  
Melbourne Parkville  
Campus ([Map](#))

## Cost

\$45.00 (Inc GST)

[Register online](#)

## Program Partners



The Australian Wine  
Research Institute



## Contact:

### General Enquiries:

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# Event Program

- 9:30am Registration and arrival tea and coffee
- 10.00 am Introduction to day and setting the future scene  
(*Damien Sheehan, Chair Wine Victoria*)
- 10:15 – 12:25 **Session 1 Consumer Insights**
- 'Advance Australia Fair?' Determining the country of origin associations for Australian wine in emerging and established markets (*Dr Roberta Crouch, UA*)
  - Context and wine composition effects on Australian wine consumer mood and liking (*Dr Sue Bastian, UA*)
  - Understanding Chinese sensory preferences for varied wine styles and the language used to describe them (*Prof. Larry Lockshin, USA*)
  - Panel discussion
- 12:25pm Lunch
- 1:00 – 3:50 **Session 2 Market Insights**
- Understanding wine consumers: the role of analytical sensory testing, consumer product acceptance and marketing research (*Leigh Francis, AWRI*)
  - The cellar door as catalyst for wine consumption changes and multiplier of sales in the Australian wine market (*Ass. Prof. Johan Bruwer, USA*)
  - China Wine Barometers (CWB): a look into the future (*Prof. Larry Lockshin, USA*)
  - Insights into key Australian and emerging export wine markets (*Aaron Brasher, AGWA*)
  - Afternoon tea
  - Opportunities in a challenging sales environment (*Angie Bradbury, Dig+Fish*)
  - Insights and opportunities in distribution (*Alan Nelson – Wholesale Wine Services/Nelson Wine*)
- 4:00 – 4:30pm Summarising the opportunities for the Australian and Victorian wine sector (*speaker TBA*)
- 4:30pm General discussion and Conclusions from day  
(*Damien Sheehan, Chair Wine Victoria*)
- 4:40pm Close
- 4:40 – 6:00pm Drinks and Nibbles