

Wine Consumer and Market Insights Symposium



Date

18 June 2015
9:30am to 3:20pm

Venue

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

Cost

\$30 - Register [online](#)

Contact:

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Program Partners



The Australian Wine
Research Institute



Event Program

- 9:30am Registration and arrival tea and coffee
- 10.00 am Introduction to day and setting the future scene (Mark Krstic, AWRI)
- 10:10 – 12:20 **Session 1 – Market Research (30 mins each)**
- Characterisation of wine avoiders and how to transition avoiders to consumers in the Australian, Canadian, US, UK (*Prof. Anthony Saliba, CSU*)
 - How to effectively describe your wines to Chinese consumers: the Chinese Lexicon Project (*Dr Armando Corsi, USA*)
 - Insights on how Chinese consumers choose wine and the influence of tasting on consumer preferences (Patricia Williamson, AWRI)
 - Understanding wine consumers: the role of analytical sensory testing, consumer product acceptance and marketing research (Dr Leigh Francis, AWRI)
 - Panel discussion (10 minutes)
- 12:20pm Lunch
- 1:00 – 3:10 **Session 2 – Market Insight (30 mins each)**
- China Wine Barometer (CWB): a look into the future (*Dr Armando Corsi, USA*)
 - Insights into key Australian and emerging export wine markets (*Mark Rowley, AGWA*)
 - Insights and opportunities in distribution (*Alan Nelson, Wholesale Wine Services*)
 - Summarising the opportunities for the Australian and Victorian wine sector (James Omond, WFA)
 - Panel discussion (10 minutes)
- 3:10 – 3:20 General discussion and conclusions from day (*Mark Krstic, AWRI*)
- 10 minutes
- 3:20pm Close with afternoon tea provided