



## **Wine & Spirits Australia ...and the World!**

*24-26 September 2007 - Wharf 8 Darling Harbour, Sydney*

September 2007

With just weeks to go, now's the time to reserve your place at the industry's must-visit event for 2007 - the *only* fine wine and liquor exhibition held exclusively for trade.

Showcasing the latest releases from a vast array of Australian regional heroes and international producers including **France, Italy, Greece, Argentina, Chile and New Zealand**. This is a rare opportunity to compare and contrast wine and spirits from both home and abroad.

Previously known as 'Fine Wine & Spirits', the event has run for many years within the Fine Food exhibition. The new name heralds an exciting new era for *Wine & Spirits Australia* - with an impressive new venue, new theatres set to host an enlightening seminar series and more exhibitors than ever before.

### **Liquid Talk Seminars**

'Liquid Talk' seminars, conducted by Rob Hicks will run throughout the exhibition featuring some of the industry's pre-eminent authorities (including visiting panelist Bob Campbell MW) covering the very latest issues in wine and spirits.

One such hot topic Australia versus New Zealand, will prove to be as contentious as ever with Bob Campbell MW leading the charge for the Kiwi's and Tim White, of the Aussie industry representing the green and gold with consummate ease.

A tour across Mediterranean borders and a fresh take on the French Revolution complement a line up of top Aussie tastings such as the sacred sites of our sunburnt country, a study of Aromatics and the finest wines from the soleras of Rutherglen.

The seminars will be conducted in two formats, premium tastings last for 75 minutes with more wines and discussion and a small fee payable online when pre-booking your seat and the general sessions last for 30 minutes and are free of charge.

Details of all sessions, including the presenters and booking information is available online at [www.wineandspirits.com.au](http://www.wineandspirits.com.au).

### **Beverage Theatre**

This year the Beverage Theatre will feature a range of master classes with World Flair Bartending Champion Hayden Wood. Woody will be joined by award winning bartender Jason Crawley who will host a North American Whiskey Masterclass as well as Alexx Swainston brand ambassador for Piper-Heidsieck and Charles Heidsieck Champagnes, set to take you on a champagne journey. Further details on sessions is available at [www.wineandspirits.com.au](http://www.wineandspirits.com.au).

## Hugo's Lounge

Wine & Spirits Australia will welcome back the business lunch with 'hugo's lounge' – a perennial Sydney favourite, trading on site throughout the exhibition. This purpose-built restaurant will offer all the ambience of the popular haunt and is the perfect place to catch up with colleagues and do business.

**Wine & Spirits Australia runs concurrently with Fine Food Australia**, the largest food industry event in the southern hemisphere. Registration permits entry to both events and shuttle buses will run between the two shows throughout the exhibition period.

### Visitors can register online

[www.wineandspirits.com.au](http://www.wineandspirits.com.au)

**Strictly trade only and free if you register before 17 September**

**Wharf 8 Darling Harbour, Sydney**

**Monday 24 to Wednesday 26 September**

**Opening Hours:**

**Monday & Tuesday - 12noon to 8pm**

**Wednesday - 10am to 5pm**

### Why visit?

- No distraction ... This year's ONLY fine wine & spirits exhibition, exclusively for trade
- Be there to compare ... only event that encourages exhibitors and visitors from both Australia and OS
- World-leading producers from Champagne to Piemonte to our own regional heroes
- Educational seminars boast industry's best
- And while you're there check out Fine Food

-ENDS-

#### *About Diversified Exhibitions*

*For more than 20 years, Diversified Exhibitions has forged a reputation as the country's most successful operator of food and wine events for consumers and trade. The business attracts more than 100,000 visitors annually to leading exhibitions such as Fine Food Australia now in its 27<sup>th</sup> year and the Good Food and Wine Show, now in its seventh.*

For further information and interviews please contact:

Tiffyn Smillie - Dig Marketing Group - T: 03 8606 3700; M: 0407 958 014; E: [tiffyn@digmarketing.com.au](mailto:tiffyn@digmarketing.com.au)

James Laing, Exhibition Director, Diversified Exhibitions - T: 03 9261 4500; E: [jlaing@divexhibitions.com.au](mailto:jlaing@divexhibitions.com.au)