



Australian Government

Wine Australia

Media Release

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Adelaide Hills wine community rolls out the red carpet for international scholars

The Adelaide Hills wine community will be in the spotlight this week, with a group of international wine scholars travelling to the region to immerse themselves in the local wine sector.

The group – all scholarship winners from the Wine & Spirit Education Trust (WSET) Diploma – are in Australia as part of Wine Australia’s commitment to global wine education.

The scholarships provide an opportunity for students to learn more about the Australian wine industry with and have been awarded to top-scoring students from UK/Ireland/Europe, North America and Asia-Pacific who took part in the Diploma. In addition, two students from China/Hong Kong/Macau and north-east Asia who undertook the Advanced Certificate were also awarded the scholarship via an application process.

Wine Australia has worked with WSET to award the scholarships since 2007, with the aim of increasing Australia’s wine presence among educators, trade, retail and media in key export markets.

2010 Wine Australia Travel Scholarship Winners travelling to Australia:

- Mr Plumen Velikov, WSET Diploma, Canada
- Ms Virginia Cole, WSET Diploma, USA
- Mr Thomas Curtuis, WSET Diploma, Germany
- Mr Ken Behan, WSET Diploma, Ireland
- Mr Chung Pui-Hong, WSET Diploma, Hong Kong
- Ms Aki Shidaka, WSET Advanced Certificate, Japan

The winners’ backgrounds include marketing, education, importing, media, winemaking and wine retail and they will visit a variety of Australian wine regions in Victoria, NSW and South Australia.

Annabel Mugford, Wine Australia’s Domestic Marketing Manager, said the scholarships were another opportunity for Australia to take a global leadership role in trade and consumer wine education.

“The scholarships are a tangible way for wine enthusiasts in our key international markets to further promote Australian wine to consumers, trade and the media,” she said.

“The objective of the scholarship is to raise awareness and knowledge of the fine wine and regional personalities that the Australian wine community has to offer. As a result of the visits, the scholarship winners then become Australian fine wine ambassadors in their markets.



“It has also been great to work with the wine regions such as the Adelaide Hills, which has embraced the trip and is rolling out the red carpet for our visitors.”

In 2009, Wine Australia was the first country-specific marketing body to become a Gold Corporate Patron of the WSET, demonstrating Australia’s ongoing commitment to wine education.

Wine Australia continues its commitment to wine education, through the support of global education providers, ongoing investment in tutored masterclasses and the delivery of an educational platform “*Australia: world class*”, available in seven languages, via the internet and on DVD.

FURTHER ENQUIRIES OR TO ORGANISE INTERVIEWS OR FIND OUT MORE ABOUT THE ITINERARY:

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Notes for Editors:

- **Wine Australia** is the statutory Government authority established to provide strategic support to the Australian wine sector in the areas of domestic and international wine promotion, market development, export regulation and compliance, trade, information and analysis, label integrity and winemaking practices.
- **Wine & Spirit Education Trust (WSET)** was founded in 1969 to provide high quality education and training in wines and spirits. Since then, WSET has grown into the foremost international body in the field of wines and spirits education, with a suite of qualifications offered in 50 countries worldwide.

