

# THE WINE SUPPLIER

The Newsletter for Australia's Wine Industry Suppliers



**Winetech Management Committee** *Left to Right*  
*Founding members of the WineTech Management Committee; Paul Pritchard (Silvan Australia), Graeme Lowe (F.Miller & Co), George Willcox (Vaslin Bucher) and members of the Exhibition Management team; Wayne Carroll, Regine Van de berg and John Knight.*

## *WISA members form WineTech management committee*

A committee of Wine Industry Suppliers Australia (WISA) representatives is working closely with Exhibition Management in the hectic months leading up to the inaugural WineTech exhibition in July.

High on the list of priorities for the committee is to ensure the interests of suppliers, exhibitors and delegates are met and that WineTech becomes a hallmark event in the Australian wine industry.

The committee met with Exhibition Management (EMPL) in April and according to the committee chairman Graeme Lowe (F.Miller & Co.) it provided an excellent opportunity to discuss a range of issues.

"There is a lot happening in the months leading up to the exhibition and it is vital that we maintain a close relationship with Exhibition Management to remain up-to-date with their progress and to offer our feedback and suggestions," Graeme said.

WISA Chairman Geoff Schahinger also lauded the formation of the committee, saying the industry



knowledge within the committee would be an asset to Exhibition Management.

"The committee represents a broad cross-section of the Australian wine industry and they will ensure the requirements of industry are met by this event," Geoff said.

Wayne Carroll from EMPL said he appreciated the cooperation of WISA and believed the industry insight provided by the committee would bring about the best results for all involved.

WineTech will be held from July 16-19 at the Royal Adelaide Showgrounds and will feature more than 100 exhibitors displaying technology, equipment, products and services for winegrape production, wine production, distribution and marketing.

Initiated by WISA in response to the demand for an exhibitor-driven event, support for WineTech has seen it positioned as this year's most comprehensive trade exhibition for wine industry suppliers in the Southern Hemisphere.

In addition to providing a commercial opportunity for leading Australian manufacturers and distributors, delegates will also have the opportunity to take part in practical workshops and seminars run by suppliers and one of Australia's leading research and development bodies the Cooperative Research Centre for Viticulture.

The WineTech management committee will be meeting with Exhibition Management again soon and outcomes will be communicated to WISA members.

- Members of the Management Committee are:**
- Graeme Lowe – F. Miller & Co.
  - Paul Pritchard – Silvan Australia
  - George Willcox – Vaslin Bucher
  - Ian Paton – Oenobeve
  - Mark Thompson – Rabobank
  - Graeme Morris – Winery Supplies
  - Gordon Lonnon – Pellenc Australia

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## Message from the Chairman Geoff Schahinger



You will be pleased with the progress of our Association. Formed just a little over two years ago as a fledgling organisation I think that we can now claim to have acquired our wings. We have a strong membership covering a broad cross section of suppliers to the wine industry from vineyard requirements to winemaking needs to packaging and services. We have members in most States of Australia. We have formed strong links with wine industry bodies, The Winemakers Federation of Australia, The Australian Wine and Brandy Corporation and a number of the State and regional wine industry bodies. We are now recognised by these bodies as having a significant place in the development and continuing growth of the Australian wine industry.

We have recently developed our WISA website [www.wisa.org.au](http://www.wisa.org.au) to which members may add their own information and detail. I urge members to take advantage of this service. We are currently seeking advice from members on what additional facilities and services you would like. Please let us know as we are working to expand our services. It is your Association and we want it serve you.

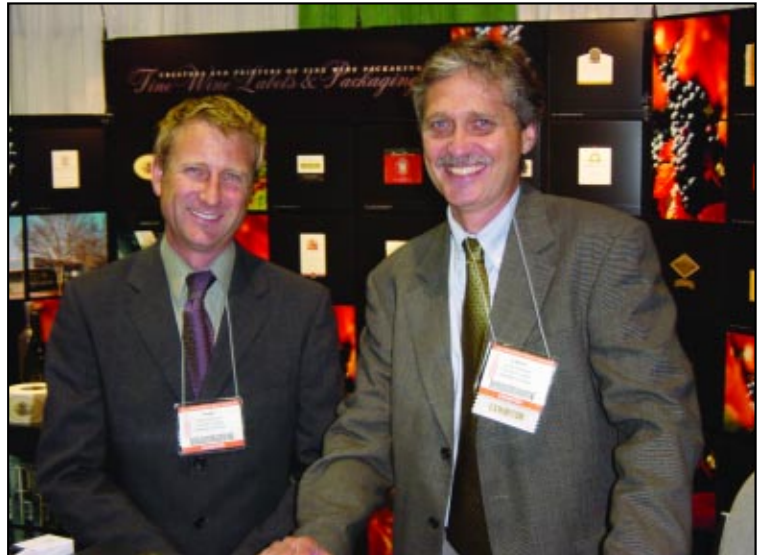
Our own trade exhibition, WineTech 2003 is rapidly approaching. If you haven't booked space yet, there is still time to do so. The Adelaide Showground site is excellent as many of you who joined us on April 10th to inspect the site would agree. We have our own committee supervising the management of this exhibition, and they have addressed what have been considered by many of the exhibitors to be the weaknesses of previous shows which have been conducted without any organisational input from the exhibitors. I certainly hope to see you at WineTech!

We are continuing our regular member networking functions. These have proven to be successful with well attended lunches in Adelaide, Melbourne and Sydney and late afternoon "drinks and nibbles" sessions. I urge you to support these as they are a very valuable means of keeping up to date with happenings in the wine industry. Of course they are also a valuable opportunity for you to meet members of our Management Committee and let them have your thoughts on the future direction and activities of your Association.

The Australian wine industry is now well recognised as being one of the most technically advanced and efficient in the world and also one of the most successful. We, as suppliers, have contributed to this success. It is a basic aim of WISA to continue to support the Australian wine industry in remaining in front and by doing so enabling our own businesses to thrive and prosper. A healthy wine industry means a healthy supply industry.

We have achieved much in just over two years and have the opportunity to achieve much more. We are at an exciting time with much to do, and much to offer. I look forward to working with you in the months ahead.

## WISA Mixer – Sacramento



### WISA Members

*Peter Woolman and Lance Bradfield representing Precision Labels in Sacramento.*

## Unified Wine & Grape Symposium Trade Exhibition January 2003

The first overseas WISA mixer took place earlier this year, held during the Unified Wine & Grape Symposium and Trade Exhibition, in Sacramento, California. The trade exhibition is the largest of its kind for the North American winemaking industry, with over 1500 suppliers exhibiting, including a strong contingent of Australian suppliers.

"Being the number one trade show for North American grapegrowers and winemakers, you always have a strong presence of Aussie suppliers", said Nick Yap of Mauri Yeast, WISA committee member and organiser of the mixer. "Consequently, it's an ideal opportunity for fellow Aussie suppliers to meet and chat about issues of common interest, share experiences in penetrating the North American markets, as well as sharing contacts".

The mixer was held at the Grand Sheraton lounge bar and was attended by more than a dozen Australian suppliers.

WISA received positive feedback from the night, with those attending saying it was great opportunity to not only talk business but to also socialise with some fellow Australians whilst in the United States.

WISA now plans to hold the mixer annually during the Unified Wine & Grape Trade Exhibition. Other overseas mixers are also being planned for the upcoming Vinitech in France and for Simei in Italy.

## WineTech Launch...

**W**ISA held its first networking event of 2003 at the Royal Adelaide Show Grounds in Adelaide to launch the associations inaugural trade show – WineTech 2003 – scheduled for July 16-19.

More than 60 members took the opportunity to network with fellow exhibitors & suppliers, inspect the WineTech site and speak to representatives from Exhibition Management, including Executive Director John Kelly and Director of Sales and Business Development, Wayne Carroll, who presented an overview of the trade show and explained what members could expect.

“Grapegrowers and winemakers visiting WineTech 2003 will see the largest, industry driven, international-standard trade exhibition featuring suppliers to the wine industry ever staged in Australia,” Mr Carroll said.

“With thousands of visitors expected and over \$20 million worth of viticultural and winemaking technology on show ‘under one roof’, WineTech 2003 will stand alongside comparable international events such as Vinitech in France and the United Wine and Grape Symposium in the USA.”

WISA Chairman, Mr Geoff Schahinger addressed the gathering, highlighting WISA’s role in the initial development of the WineTech trade show.

“WineTech 2003 is the direct result of consultation with the people on the ground in the industry. The format, duration, frequency and style of the event have all been based on feedback from the research and ongoing liaison with industry suppliers.”

He said WISA and Exhibition Management had worked hard to bring a world-class event to Australia, one that was long overdue.

“Growers, winemakers and marketers in Europe and the US have been able to attend events like this for many years. Given the importance of the wine industry to this nation and its economy, its about time Australia had its turn.”

For more information on Exhibiting or attending WineTech please visit:  
[www.winetechtradeshows.com.au](http://www.winetechtradeshows.com.au)



**WineTech Launch**  
*Attending the event were Ian Atkinson from the CRCV, Ron Redford of Winetitles and Simon Coombs from Vinocor World Wide Wine Direct.*



**WineTech Launch**  
*Wayne Carroll of Exhibition Management speaking at the WineTech Launch*



### Why you should be a WISA member

Wine Industry Suppliers Association’s (WISA) role is to set the supply agenda for the Australian wine industry. This means providing greater promotional, networking and information opportunities for members, updating them with industry intelligence, representing their interests to other industry bodies and providing a voice to local, State and Federal Governments.

#### Membership Package 2003

##### Benefits include:

- › Regular networking lunches
- › Quarterly newsletter
- › Travel and accommodation benefits
- › Website listing all members
- › Annual conference/exhibition
- › Business workshops and trade days
- › Member database for inter-member supply offers
- › Quarterly general meetings
- › Factory tours
- › Advertising package opportunities in industry publications

For further information please call

The Secretariat,  
Phone: (08) 8363 6811 Fax: (08) 8363 6822  
or download a membership form from  
[www.wisa.org.au](http://www.wisa.org.au)

## WISA Functions 2003

### ‘2003 Vintage Report’

*Wednesday May 28 – SOLD OUT*

The first WISA network lunch for 2003 will be held at Café Lago in North Adelaide. The event will be held in conjunction with the Wine Press Club of South Australia. Beringer Blass Wine Estates, Director of Viticulture, Vic Patrick and the AWBC’s Manager of Information & Analysis, Lawrie Stanford will address the lunch with a report on the 2003 vintage.

### WineTech Function

*July: Date to be confirmed*

WISA will be holding a networking function in Adelaide during the inaugural WineTech trade show. Due to the large numbers of suppliers in Adelaide at the time it is hoped the turnout will be quite significant. The event will provide an important opportunity for all suppliers to meet outside of the exhibition in a social atmosphere.

### WISA Networking Event

*September: Date to be confirmed*

WISA will be holding a networking function, place and time to be confirmed.

### Melbourne Networking Lunch

*November: Date to be confirmed*

A network lunch will be held in Melbourne in late November for Victorian WISA members. It is hoped that the function will be held in conjunction with the Victorian Wine Industry Association, giving members an opportunity to mix with different industry representatives.

## Company Profile: Mauri Yeast Australia Pty Ltd

**maurivin**

**M**auri Yeast Australia Pty Ltd manufactures active dry wine yeast and fermentation aids for both the domestic and overseas winemaking markets. Mauri Yeast is part of the Australian owned Burns Philp & Co Limited, a global yeast manufacturer with 42 operations in 20 different countries.

For more than 15 years Mauri's ISO-certified Toowoomba plant has been manufacturing the well-known and widely used Maurivin brand of wine yeast. This plant supplies Maurivin's traditional markets, which includes Europe, USA, South America, Australia and South Africa. More recently, Mauri has been exporting the Maurivin brand to the emerging winemaking countries such as China, Peru, Brazil, India and Eastern Europe. Not only has the production of wine grown in these countries, but also the demand for winemaking products. The development of local distributors and agents of winemaking supplies has been an important step in the growth of these nascent winemaking industries.

Mauri Yeast also appreciates the need for on-going product development and research. The ever-increasing competitive nature of the global winemaking industry has seen a growing demand by winemakers for innovative products and information. Mauri Yeast undertakes most of its product development at Burns Philp's Technology and Development Centre, located in North Ryde, Sydney. Mauri also out sources research projects to Universities and research institutes in Australia and France specialising in fermentation and microbiology.

These efforts, plus the ongoing commitment to producing a quality product, marketed well and distributed using a strong, extensive distribution base, will see the Australian owned and operated Mauri Yeast maintain its strong presence in the global winemaking industry.

Nick Yap  
Technical Sales Manager  
Mauri Yeast Australia Pty Ltd

## WISA Online...

Please log on to WISA's  
new website at [www.wisa.org.au](http://www.wisa.org.au)

**W**ISA employed the use of two long term members 'Winebiz' (website development division of Winetitles) and 'World Wide Wine' to create and design the site.

All members will have their own company section on the site that can be uploaded with logos, text and images and members will be receiving an email shortly with detailed instructions on how this is done.

The site has been produced with some key functions in mind;

- Keeping members informed of WISA events, news and members.
- Providing the broader industry with a site that can provide a range of options when considering suppliers to the wine industry.
- Giving current members a value add to their membership with an online profile.

We look forward to developing this site even further and creating a powerful resource for the Australian wine industry.

**win@biz**  
e-business solutions

## Talking Technology with grapegrowers

**A**lthough the main focus of WineTech 2003 is the trade show itself, there will be a series of commercial and technical workshops and seminars, being presented by exhibitors and industry relevant groups.

The Cooperative Research Centre for Viticulture (CRCV) is presenting a series of seminars focusing on topics of interest to wine grape growers including:

- Sampling strategies for measuring quality attributes such as colour and baume
- How is the colour of red grapes measured?
- What's the best way to measure baume?
- Measuring quality attributes such as colour and baume
- Managing vineyards to deliver desired colour and quality
- Managing vineyards to deliver desired baume and quality
- Cover crops in vineyards
- Viticulture and contract negotiation
- Occupational Health and Safety
- Capital purchases, to lease or not?
- Phylloxera management

The seminars will blend technical information from leading CRCV researchers with practical advice delivered by grapegrowers, providing those who attend with directions for profit-making solutions to use in their vineyards.

These are all free of charge, as is admission to the WineTech trade show. For further details regarding CRCV seminars, visit web site [www.crcv.com.au](http://www.crcv.com.au)

