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WineTech '07

to bring the future of the wine industry home

There's great excitement fermenting in the lead up to WineTech 2007 – The Australian Wine Industry Trade Exhibition to be held at the Adelaide Convention & Exhibition Centre from 29 July to 1 August. This year's event will be the nation's largest wine industry expo ever. **PKN** swirls the glass to check out this year's vintage.

Wine Industry Suppliers Australia (WISA) chairman Louise Fraser expects WineTech 2007 – The Australian Wine Industry Trade Exhibition to be a defining event for the Australian wine industry.

"Suppliers make an enormous contribution to the productivity and quality of the Australian wine industry and they are always innovating and looking for ways to give their wine clients an edge in quality or efficiency," Fraser says.

"I know of many WISA members, and other industry suppliers, who are launching new products at WineTech 2007, many of which have been, and will continue to be, taking the Australian wine industry into a new era of technology-driven advances."

This year some 190 companies are taking the opportunity to participate in WineTech. The triennial exhibition, that began more than three decades ago, today attracts buyers and sellers from across the globe.

Participants in the 2007 event include at least 50 exhibitors making their WineTech debut, while local exhibitors will be joined by international industry representatives from France, Germany, Italy, USA, New Zealand, India and Indonesia.

Among new product launches that will take place at the event are:

- **ABEVE** will launch the new Milani Estasi destemmer/crusher;



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- **AP John Coopers** will display its new barrels for cool climate varietals, the Quick Plank oak module system, as well a new pathogen reduction system;
- **Cork Supply Australia** will showcase the latest additions to its oak products portfolio, a customised oak integration range, Vinoak Systems and the Vinoak Selection barrel in addition to its TCA removal process – INNOCORK – that removes volatile compounds from natural cork;
- **Nadalie** will introduce its new Perle Blanche barrels;
- **Novemba**, the closure division of the Tetra Pak group of companies, will introduce the its screwcap for table wines that features an internal thread;
- **ProCork** will showcase its new cork technology, which incorporates a special membrane to reduce wine taint and control oxygen permeation;
- **Uno Packaging** is launching two new closures to the local wine industry, the Enotop sparkling closure and the Novatwist screwcap;
- A new German-made Carbofresh carbon dioxide dosing unit will be showcased by **Winemaking Supplies & Services**.

Other Australian participants confirmed for WineTech include: Amcor, Australian Winemakers, Costa Enterprises, F Miller & Co, Gregoire, JB Macmahon, JMA Engineering, Oeneo, Pellenc, Procork, SEW Eurodrive, Southern Cross Cooperage, World Cooperage, Winequip and Zork.

The exhibition will sprawl over 4000m² of exhibition space, an increase of 21% from the last show. Numbers are also expected to increase over 2004's record crowd of around 4,000 conference and trade visitors.

"The strong international representation demonstrates that the exhibition is not just a regional event, it's actually an international show," says John Gorton, director – industrial, Reed Exhibitions.

"It's a real testament to the importance placed on the exhibition by the wine industry and by suppliers."

WineTech 2007 is presented by The Australian Wine Industry Technical Conference and WISA (Wine Industry Suppliers Australia). The prestigious Australian Wine Industry Technical Conference is running in conjunction with the expo, dealing with a range of issues especially the ramifications for industry of changing environmental issues and climate change.



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RIGHT: WineTech's 2007 floorspace requirements have grown by more than 20% since the 2004 show.

FAR RIGHT: New product, services and business systems are a key feature of WineTech.



The Conference will include eight formal sessions and three colloquia, featuring 36 Australian speakers and 18 international speakers from countries such as the US, Switzerland, Canada, New Zealand, Germany, France, Italy, Spain and South Africa. Its program has developed into 57 workshops over six days (from Saturday, 28 July through to Thursday, 2 August), accommodating 2,300 places.

Among the presentations on environment and climate change will be Dr Peter Hayman's (SARDI) presentation entitled "Climate change – consequences for the wine industry" on Sunday, 29 July.

"The world-class conference program really rounds out WineTech 2007, and makes the exhibition a truly important and valuable event for the Australian wine industry," Gorton says.

Another feature of WineTech will be the WOW Awards, launched to coincide with this year's expo.

WOW will celebrate a supplier who has a product, service or business system that has made a significant, positive impact on the industry in the past two years. The innovation does not have to have been launched or developed during this period, but must have had significant impact since the conclusion of WineTech 2004. Entries will be judged on domestic or international sales, market penetration, productivity or customer satisfaction, as well as 'wow factor' which might be achieved in other aspects of grape growing, winemaking and wine supply.

The winner of the Award – which is sponsored by WISA and *The Australian and New Zealand Grapegrower and Winemaker Magazine* – will receive airfare and a week's accommodation to attend the SIMEI exhibition in Milan, Italy in November this year, as well as a marketing package that includes pre- and post-event publicity.