Contents

features

- 23 WineTech preview
- 64 Pruning
- 67 Soil management
- 68 Vineyard machinery
- 89 Crushing
- 96 Bottling & labelling
- 100 Bulk wine

news

- 6 My View: Rachael Sweeney
- 7 Germplasm collections under threat
- 10 People & places
- 12 Wine in supermarkets could hurt business
- 14 Wine Australia offers study tour to India
- 17 Regional roundup: NSW

grapegrowing

- 48 Yarran grower challenges Riverina negatives
- 50 Vintage wrap: Victoria & Canberra District
- 54 Supply balance are we there yet?
- 60 Industry leader wins bursary
- 61 Protecting vines from new virus

winemaking

Fine wines is a family affair

78

- 80 Mexican winemaker works Down Under
- 82 Ask the AWRI: wine and a healthy diet
- 84 Artisan by name and nature
- 91 Winemaker in profile: Anna Hooper

sales & marketing

- 93 Social media marketing for brand growth
- 94 Sommeliers sip their way around Australia
- 95 Label Q&A: The Chalice
- 97 Plain packaging threatens branding

business & technology

- 98 Reddaway: Changes to WET rebate
- 100 Innovation from bulk wine service
- 102 Peter Bailey: domestic market update
- 103 Export snapshot







10

19 84



cover

The triennial WineTech expo in Sydney is our cover theme this month.

regulars

- 5 on the grapevine
- 48 grapegrowing
- 78 winemaking
- 103 export snapshot
- 104 looking forward
- 105 marketplace classifieds