REGULAR FEATURES

- 10 AGWA (James Gosper): There's nothing like Australian wine, so tell your story to the world
- 11 ASVO (Paul Petrie): Excitement fermenting over Adelaide seminar and awards for excellence
- 12 WFA (Tony Battaglene): Improving market access through APEC
- 11 KEY FILES (TONY KEYS): Dreaming of treasure

WINEMAKING

15 CATHY HOWARD: Winemaking trials in smaller wineries can be valuable if done properly



- 20 Technology needn't be high-tech when it comes to saving money in the winery
- 22 Product showcase for SME wineries
- 24 Influence of climate and variety on the effectiveness of pre-fermentative cold maceration
- 34 (AWRI REPORT) Staying a step ahead of 'Brett'

BUSINESS & MARKETING

- 55 Consumer perceptions of wine brand names
- 60 The untapped potential of wines' stories
- 62 When social media goes bad: how to prepare for and manage issues online
- 66 Words are powerful: How are they used to describe wine in China?
- 70 Decline in Australian wine exports to China shows signs of easing
- Improving energy efficiency with the Winery Energy Saver Toolkit

38 RICHARD SMART: Mechanical pruning: it seemed a good idea at the time



- 45 TONY HOARE : Vine age versus vine balance which is more important?
- 48 Canberra sees the silver lining in damaging frosts
- 50 Canopy management strategies to decrease wine pH a Spanish trial
- 53 ALTERNATIVE VARIETIES: Saperavi



WINE TASTING

74 Fumé Blanc