REGULAR FEATURES

- OPINION (Bruce Tyrrell, John Forrest, Philip Reedman): Selling the screwcap
- ASVO (Paul Petrie): Revamped newsletter and seminar among current ASVO projects
- 10 WFA (Stephen Strachan): Big potential in small Budget asks
- 12 KEY FILES: The dance of brand myth-creation
- 18 RICHARD SMART: Grapevine trunk diseases: a new global vineyard threat?



57 TONY HOARE: Right variety – right place – right time!

WINEMAKING

- 22 AWRI REPORT: Ten years of transformation: reflecting on the technical advances in the wine industry over the past decade
- 28 Filtration of grape juice sediments: a new application for cross-flow filters



34 Impact of different closures on intrinsic sensory wine quality and consumer preferences

- 48 Biochar in viticulture
- 52 Vineyard redevelopment who's doing what and why?
- 59 URSULA KENNEDY: Current vine planting trends in Queensland
- 61 Seed ripening in King Valley Merlot vineyards
- 64 WFA investigating Entwine extensions to give regional focus
- 67 Western Australia winning with Arneis



BUSINESS & MARKETING

- 69 Taxes are going up: what are we going to drink in the
- 71 Time to move the digital conversation on
- 74 Wine Australia's social media success secrets
- 76 Global bulk wine shipments nearly double in 10 years
- 77 How to protect your brand from being 'ripped off' in China

PROFILE

81 Hood: a man of premium quality

REGIONAL REPORT

83 Tasmania sets its sights on a sparkling future

VARIETAL REPORT

89 Making icon Pinot Noir