



The Nielsen Company

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## News Release

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### **LMAA PRESENTS THE INAUGURAL NIELSEN GLOBAL LIQUOR SYMPOSIUM AND GLOBAL WINE FORUM 2009**

**Access to experts from the key centres of excellence in liquor research: US,  
UK, Australia and New Zealand**

The Liquor Merchants Association of Australia (LMAA) in association with The Nielsen Company is pleased to present the inaugural *Nielsen Global Liquor Symposium and Global Wine Forum 2009*, to be held in Sydney on 20 October. These unique events will for the very first time, provide the Australian liquor industry access to experts from the global centres of excellence: US, UK, Australia and New Zealand.

**Event details**

Tuesday, 20 October 2009 – Doltone House Sydney

Nielsen Global Liquor Symposium (7:30am – 2:30pm)

Nielsen Global Wine Forum (3:00pm – 4:30pm)

**The Nielsen Global Liquor Symposium** will provide invaluable market intelligence about the current state of play and emerging trends in the liquor industry. Experts will deliver an executive level view into the state of the economy and industry for each country, detail on consumer and category trends, the outlook for the next two years, and a forum for an interactive Q&A session across all four markets.

In addition to presentations from Nielsen experts, the Symposium will feature **Grant Ramage** from Coles Liquor as a keynote speaker. Grant is currently responsible for managing the beer, spirit, and wine category buying teams at Coles Myer whose stores include Vintage Cellars, Liquorland and the rapidly expanding big-box format 1st Choice.



Grant has 13 years experience in the wine industry, working for 10 years at Oddbins (United Kingdom) as a senior wine buyer for Australia, New Zealand, Spain, France and Greece.

**The Nielsen Global Wine Forum** will give delegates the opportunity to discuss the challenges faced by the Australian wine industry in crucial export markets with Nielsen's panel of global liquor experts, and provide an avenue to debate cause, effect, experiences and solutions to current industry issues.

The forum will be facilitated by one of Australia's foremost writers and wine critics – **Huon Hooke**. Huon has been writing about wine every week since 1983. He currently has two weekly wine columns (Sydney Morning Herald Good Living and Good Weekend magazine), a monthly column in Gourmet Traveller Wine and contributes frequently to overseas publications. Huon has also been a wine judge since 1987, judging up to ten wine competitions a year in Australia and overseas. In 2008, Huon was bestowed with the Australian Wine Communicator Award (AWCA).

**Sandra Przibilla**, Managing Director, LMAA said: "The Nielsen Global Liquor Symposium and Global Wine Forum present an unparalleled opportunity for the Australian Liquor Industry. The LMAA is excited to partner with The Nielsen Company in delivering these events. We are all constantly seeking information and data which is relevant to our brands, markets and industry generally. The symposium and wine forum are positive and proactive initiatives which will benefit all delegates attending."

For more detail on the Nielsen Global Liquor Symposium and Global Wine Forum and for registration information, visit [www.liquormerchants.org.au/payment](http://www.liquormerchants.org.au/payment)

#### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com)