



Press Release

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For immediate release

AUSTRALIAN WINE MARKETER COMING TO SOUTHWESTERN ONTARIO

**Wine Marketing Expert Dr. Johan Bruwer to Spend 2 Days
Touring the Region & Sharing Branding Knowledge**

Windsor, ON – Dr. Johan Bruwer is a renowned wine marketing specialist from Australia who has spent years working with some of the largest wineries in the world as well as smaller and boutique-sized wineries. The bulk of his work has been in the areas of wine branding issues, wine tourism, wine consumer behaviour, and strategic business planning for wineries.

On January 24th, 2006, Dr. Bruwer will take a tour of the local wine region and agri-business industry, with stops scheduled for Viewpointe Estate Winery, Sanson Estate Winery and Nature Fresh Farms. The day's events will conclude with a "meet and greet" reception at the Hilton Windsor, where he will speak about his impressions of the growing potential and international branding of the Windsor-Essex County area. On January 25th, Dr. Bruwer will conduct a seminar on global branding using the Australian wine industry as a good practice example, the first seminar in the 2006 series of power luncheons being held at Wayne County Community College District.

Dr. Bruwer has an extensive consultancy record within the wine industry and is heavily involved with several wine regions around the world, providing advice on the strengthening of their regional brand images. His wine industry consulting record spans six new world wine countries, including Australia, USA, Canada, South Africa, Chile, and New Zealand, and more than 170 individual wine companies in 21 different wine regions. He has completed more than 90 research projects to date.

Several sponsors have partnered together to make Dr. Bruwer's visit possible: the Canadian Consulate General, City of Windsor, County of Essex, Douglas Marketing Group, Essex Community Futures Development Corporation, Viewpointe Estate Winery, Wayne County Community College District, and the Westmont Hospitality Group.

All three events, the bus tour, meet and greet reception, and power luncheon seminar, are open to the general public, free of charge. Seating is limited. For more information, please contact Kerri or Victoria at Douglas Marketing Group at 519-258-1858 or info@experiencedmg.com.