

# Course Outline

## for Premium Food & Wine Marketing

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### Introduction

Australia has a long-standing reputation as a producer of premium food and wine. Australian food and wine brands can be found everywhere: from local delis, to first-class cabins of international airlines, to cellar doors and online stores. Visitors and international buyers are becoming increasingly aware of the premium products Australia has on offer, and they are demanding more.

Premium Food & Wine Marketing is an executive course that equips premium brand owners and managers (as well as those interested in entering this industry) with the latest knowledge on building reputation, finding the appropriate distribution channels, and gaining the necessary price premiums both in the domestic and international markets.

### Topic Overview

By the end of this course, participants will have a sound understanding of:

- Consumer behaviour for premium food and wine products;
- The basics of sensory analysis for product evaluation;
- How to successfully communicate about food and wine products;
- How to retail and manage premium food and wine outlets, including cellar doors, and organise food and wine events;
- The principles behind the creation of successful labels and packages for food and wine products;
- The philosophy behind premium food and wine along the various stages of the supply chain.

In addition to the in-class components, participants will benefit from a one-day tour in one of South Australia's wine regions, during which they will critically review the challenges small, medium, and large food and wine brands face in order to grow sales and reputation.

### Who Should Attend?

This course has been designed for Brand Managers, Marketing Managers, Business Owners, Producers and General Managers from food and wine businesses large and small, as well as industry suppliers, distributors and service providers in the food and wine industry. The course will also have MBA students who are working in the food and wine industry, or who wish to enter the food and wine industry.



## Benefits of Attending

### For individuals and their companies:

- Understand the philosophy behind premium food and wine products, and the best way to market them domestically and internationally;
- Make a positive impact on the company's performance and convert strategies into action;
- Develop a competitive advantage by putting state-of-the-art knowledge about how to successfully market premium food and wine into practice;
- Ensure your organisation is equipped to deal with the growing complexity, conflicting priorities and the need to achieve more-with-less in a resource constrained environment.

### General:

- State-of-the-art course content, materials and facilitators;
- Theory linked back to application;
- Proven positive impact and outcomes as a result of attendance;
- Learn from one of Australia's leading Business Schools and the leading wine marketing research provider;
- All content covered will be linked back to application. For those who wish to do further study, there is an optional assessment providing a pathway to UniSA's 5 Star MBA program.

## Program Topics

Date	Time	Session	Speaker
1st July	9am - 12pm	Consumer behaviour for premium food and wine	Armando M. Corsi
1st July	2pm - 5pm	Sensory analysis	Leigh Francis
2nd July	9am - 12pm	Food and wine writing	Tony Love
2nd July	2pm-5pm	Certifications & regulations Social media management	Vicki Waye TBA
3rd July	9am - 12pm	Packaging & labelling	Larry Lockshin
3rd July	2pm-5pm	Premium food and wine retail management	Svetlana Bogomolova
4th July	9am - 12pm	DTC marketing	Robin Shaw
4th July	2pm - 5pm	Food and wine events management	Johan Bruwer
5th July	9am - 6pm	Visit to Willunga Farmers Market – South Coast Brewing Co. – Bricegirdle's House of Fine Chocolate – Alpha Box & Dice	



## Date

The course runs from the Monday 1<sup>st</sup> to Friday 5<sup>th</sup> July 2019

## Location

UniSA City West Campus, Adelaide, South Australia

## Delivery Approach

Our experienced staff come from both practical and academic backgrounds, so they understand industry issues. This allows us to deliver programs that provide practical knowledge that is relevant to the sort and long-term strategic goals for your organisation.

Our facilitators use contemporary teaching methods, encourage interactive discussions and use real examples, allowing participants to develop an understanding of the core concepts and business principles that can help them grow their brands.

Participants are asked to actively contribute by presenting their ideas, listening to others' experiences and observations, asking questions and seeking clarification / further explanation as required.

## Costs

The course costs \$3,245.00 (incl. GST)

## What's Included?

- Study notes and materials, free wi-fi internet access, venue, tea and coffee.
- Each day equates to seven hours of lecturer contact time.
- Certificate of Completion.

## Exclusions

Accommodation and travel expenses are not included.

## Cancellation Policy

The University of South Australia reserves the right to cancel this program at any time and issue refunds. In the event that an attendee cannot attend, a substitute may attend in their place. No refunds will be issued unless 14 days notice is given in writing prior to the date of the planned program.

