



AN INVITATION TO THE WINE EVENT OF THE YEAR

THE PRESTIGIOUS 2019 MAURICE O'SHEA AWARD IS COMING TO ADELAIDE IN JULY

Media Release – for immediate release
17 June 2019

McWilliam's Wines Group, in conjunction with the Australian Wine Industry Technical Conference (AWITC), is hosting the wine industry's leading and most esteemed accolade, the Maurice O'Shea Award, in Adelaide on Monday 22 July.

Instigated by the McWilliam's family in 1990, the Maurice O'Shea Award Dinner is recognised as the most prestigious event on the wine industry calendar. Named to commemorate one of Australia's most iconic winemakers, Mount Pleasant's Maurice O'Shea, the award is given in recognition of the incredible service and contribution people or organisations have made to position Australia as a world leader in winemaking, cultivation, innovation and technology.

A successful partnership was formed with the AWITC in 2016 when the last award dinner was held. This is the second time the award is being organised in collaboration with the AWITC, which also incorporates the Australian Grape & Wine Outlook Conference and the WineTech trade exhibition. And whilst industry focused, the gala award dinner is open to industry and wine lovers alike.

Being held at the iconic Adelaide Oval, the gala award dinner will be a sparkling formal event. With *The Chaser's* Chris Taylor as MC and Australia's favourite leading lady Marina Prior providing the entertainment, the night will be one to remember.

Tickets are available via <https://www.eventbrite.com.au/e/2019-maurice-oshea-awards-tickets-57469793700> and all are invited to attend the spectacle.

One of the most iconic individuals in the world of wine today, James Halliday AM is a past winner of the award (1995). He praised its recognition of those who have made a significant impact for the betterment of the industry, saying, "I have always regarded the Maurice O'Shea Award as the most significant award anyone in the wine fraternity or industry can achieve in their lifetime."

AWITC delegates can also book tickets to the Maurice O'Shea Award Dinner as part of their registration. Tickets are on sale now and selling fast! Limited seats are available.

When:

Mon 22 July 2019

7:00 pm – 11:00 pm ACST

Where:

Adelaide Oval Functions & Events

War Memorial Drive

North Adelaide, SA 5006

How:

<https://www.eventbrite.com.au/e/2019-maurice-oshea-awards-tickets-57469793700>

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BACKGROUNDER:

ABOUT MCWILLIAM'S WINES GROUP (MWG)

MWG is an unlisted public company with an illustrious heritage of over 140 years. It possesses an extensive product range marketed under a portfolio of owned brands, including McWilliam's, Barwang and Mount Pleasant. MWG is also the sole Australian distributor for prominent global brands Champagne Taittinger, Mateus, Henkell, Mionetto and Framingham.

ABOUT THE MAURICE O'SHEA AWARD

The McWilliam's Maurice O'Shea Award Dinner was founded in 1990 and is regarded as the most prestigious event on the wine industry calendar.

The current triennial McWilliam's Maurice O'Shea Award commemorates and pays homage to the legendary Mount Pleasant winemaker and visionary, Maurice O'Shea. The Award is presented to an individual, group, activity, association, institute or corporation who has made a significant and ongoing contribution to the Australian wine industry.

Previous winners of the Maurice O'Shea Awards include –

- The Len Evans Tutorial (2016)
- Dr Peter Dry (2014)
- The Australian Screwcap Initiative (2012)
- Philip Laffer AM (2010)
- Dr John Gladstones (2008)
- The late Dr Ray Beckwith OAM (2006)
- The Late Guenter Prass AM (2004)
- The Australian Wine Research Institute (2002)
- Dr Wolf Blass AM (2000)

- The Late Dr Bryce Rankine AM (1998)
- Brian Croser AO (1997)
- Hazel Murphy AM (1996)
- James Halliday AM (1995)
- The Jacob's Creek Brand (1994)
- The Late David Wynn AO (1993)
- The Late Ron Potter OAM (1992)
- The Late Len Evans OBE AO (1991)
- The Late Max Schubert AM (1990)

ABOUT THE AWITC

The Australian Wine Industry Technical Conference is the premier technical event for the Australian wine industry. Held every three years since 1970, it combines an extensive program of plenary sessions, workshops and social events with WineTech, the industry's most respected and extensive trade exhibition.

Website: www.awitc.com.au