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## 2010 Winegrapes Australia McLaren Vale Wine Show - Master Class

**Where:** Serafino, McLaren Vale

**When:** Thu, 21 Oct 2010 10:00 AM to 1:00 PM

### Dynamics of the South East Asian Wine Market

Tasting and discussion hosted by Mr Lim Hwee Peng, CSW

(Certified Specialist in Wine)

**Venue:** Serafino McLaren Vale

**Time:** 10am to 1pm

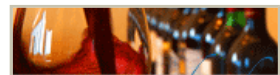
**Cost:** \$80.00 per head

This years masterclass provides a great opportunity to draw upon the knowledge and experience of Mr Lim Hwee Peng, our 2010 McLaren Vale Wineshow International Judge.

Mr Lim Hwee Peng, CSW, is the partner of WineCraft Marketing & Services, a registered wine and spirit marketing company based in Singapore. Apart from his commercial involvement in the industry, Lim is also a certified wine educator and award winning journalist. Refer to <http://www.winecraftmktg.com/> for a comprehensive biography.

The masterclass will be structured as follows:

1. Two brackets consisting of both Australian and international wines, selected by Lim, to showcase wines and wine styles that work well in South East Asia.
2. A detailed discussion from Lim delving further into the dynamics of this market.
3. An opportunity for Lim to field any questions from the audience prior to concluding.



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#### Black Rabbit Cottage

Beautifully restored 1800's cottage

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#### Eleanor

Of great interest in McLaren Vale is the opening of Eleanor's Botanical Treatment Studio.

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Tickets will be allocated on a first come first served basis. Exhibitors are encouraged to book tickets online during entry. Alternatively contact McLaren Vale Grape Wine & Tourism. Phone: (08) 8323 8999 | Fax: (08) 8323 9332 | Email: [anna@mclarenvale.info](mailto:anna@mclarenvale.info).

Places are limited and have sold out in recent years so please do not delay to ensure yourself a seat.



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