

# PRESS RELEASE

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## MEETING GETS THE JUICES FLOWING AND QUENCHES THE THIRST FOR KNOWLEDGE

Small group of wine collectors, enthusiasts & investors meet in Sydney this month to discuss latest treasures

ADELAIDE, AUSTRALIA - Tuesday August 9, 2011 -- A small group of Australia's top wine collectors, enthusiasts and investors meet in Sydney later this month at an end of season dinner, organised by auctioneer Mark Wickman of Wickman's Fine Wine Auctions, to discuss the latest bottled assets and what's hot in the wine collecting world.

Normally virtual rivals competing for the hottest wines in Australia, the attendees, on August the 20th, will put aside their differences for the evening to show off the fruits of their cyber-labour and bring out some real bottlers from the cellar.

"Topics that inevitably arise on the night will be the current financial crisis and wine as an alternative investment, something we discourage." Says Wickman. "Navigating wine investment can be tricky, time consuming, and although excellent returns are possible, the volume of investment wines available is a major barrier to achieving a significant return on investment".

Organising & co-ordinating successive events in three capital cities has never been easier. Historically, bricks and mortar institutions have only reached collectors within their local neighbourhood. Online business today however, connect with a broader, more knowledgeable wine community that has been flowing online since the early 90's.

"Today the cork is out of the bottle and wine enthusiasts are pouring online and congregating around online forums, the original incarnation of social media." Wickman said. "Forget Facebook, Twitter or LinkedIn, unless there is a particular person or business that you wish to follow."

Unfortunately it can be hard to locate these community channels amongst the plethora of internet forums that tend to burst on the scene and then fade away when a community does not spontaneously gel around them. Online wine collectors need to know where to go. The longest running and most frequented in Australia are the Auswine forum and Starforum, in the UK there is Tom Cannavan's UKDrinks forum and the US tends to be dominated now by the WineLovers Discussion Group (WLDG).

Wickmans participate in the online community through the established wine forums whilst simultaneously building business profiles within Facebook, Twitter and LinkedIn. Recently a new YouTube video channel was launched, intended to put a new spin on these and other wine tasting events, something to build on for the future and as a potential resource for wine enthusiasts.

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Visit Wickman's online at [www.wickman.net.au](http://www.wickman.net.au)

**Notes for Editors:**

*About Wickman Fine Wine Auctions;*

Distinguished by innovation and driven by passion, Wickman's Fine Wine Auctions has been a lively and profitable meeting ground for wine buyers and sellers since 2003. A family business based in South Australia, Wickman's prides itself on its position as a reliable resource with a well-spring of extraordinary values and opportunities.

Over the years, Wickman's has continued to launch unique initiatives in an attempt to set the company apart from traditional online wine auction websites, introducing guaranteed provenance into Australian wine auctions and holding regular wine tasting events and dinners for its members.

Websites Mentioned

- **Wickman's Fine Wine Auctions Website:** [www.wickman.net.au](http://www.wickman.net.au)
- **The Auswine Forum:** [forum.auswine.com.au](http://forum.auswine.com.au)
- **Starforum:** [forum.winestar.com.au](http://forum.winestar.com.au)
- **UK Drinks Forum:** [www.wine-pages.com/cgi-bin2/ultimatebb.cgi](http://www.wine-pages.com/cgi-bin2/ultimatebb.cgi)
- **WLDG:** [www.wineloverspage.com/forum/index.phtml](http://www.wineloverspage.com/forum/index.phtml)
- **Facebook Page:** [www.facebook.com/Wickmans.Wine.Auctions](http://www.facebook.com/Wickmans.Wine.Auctions)
- **Twitter Link:** [twitter.com/WickWine](http://twitter.com/WickWine)
- **LinkedIn Profile:** [www.linkedin.com/pub/mark-wickman/24/451/161](http://www.linkedin.com/pub/mark-wickman/24/451/161)
- **Youtube Video Channel:** [www.youtube.com/user/WickWineAuction](http://www.youtube.com/user/WickWineAuction)