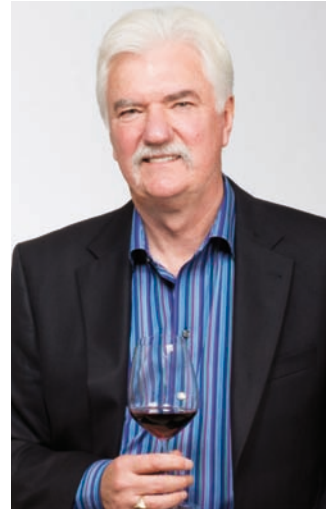


biography Peter Simic



Peter Simic has enjoyed a 35-year career in wine publishing and wine education. He is the founding and current publisher of Australia's most respected and oldest wine magazine Winestate, which was launched in 1978. During this time he was also the founding publisher of Wine & Spirit Magazine (USA), America's first colour wine magazine (1982). Prior to this he was the manager of the South Australian Wine Information Bureau.



He has published and co-authored a number of wine books over the years including Australian Wine - A pictorial guide 1995; the Liquor Industry Directory of Australasia; Wine Country and The Wine & Spirit Insider. He was also responsible for designing many wine courses and has lectured on wine to both trade and consumers. In 2005 he chaired a panel at the National Australian Wine Export Conference, Brisbane. In 2007 he was asked to advise on the South Australian Government House Wine Cellar.

His contributions to the modern wine industry from its early days have been well recognised at the highest levels. As well he also participates in tastings across Australia and New Zealand and has led a large number of highly successful wine tours to places such as France, Italy, New Zealand, Spain & Portugal over the years.



Peter is also the convenor of the Annual Winestate Wine of the Year Awards - the Australasian Academy Awards of Wine with over 10,000 wines judged, and also the World's Greatest Shiraz Challenge where more than 700 of the world's finest shiraz and syrah are judged each year.

Winestate is the world's leading tasting guide to Australian and New Zealand wines, with more than 10,000 wines judged each year.

Peter Simic, Editor/Publisher