



### **THE FOUNDATION (est 1994)**

On the occasion of his 60<sup>th</sup> birthday, Wolf established the Wolf Blass Foundation to assist the wine industry to achieve excellence in winemaking, viticulture and marketing

The Foundation's key project areas are:

\*Viticultural and oenological research and development

\*Wine Education

\*Wine and Health

\*Global Industry profile

Previous Activities

1996 – Staged the inaugural International Wine & Health Conference

1998 - Implemented the inaugural wine lecturer exchange between Charles Sturt University in Wagga Wagga and the Wurzburg Wine University in Germany

1998 – Sponsored the inaugural “Taste Theatres” at Wine Australia

2000 – Inaugural and current sponsorship of the International Riesling Challenge

2000 – Joint venture with National Wine Centre to interview and record the memories of Australia's wine industry pioneers and characters

2005 – Conducted German Riesling tasting for a panel of legendary Australian Riesling makers

2007 – Commissioned renowned wine writer Max Allen to write an historical book on the Australian wine industry

2012 – “The History of Australian Wine: Stories from the vineyard to the cellar door” written by Max Allen is released

2013 – Funded a review of the wine industry's performance and opportunities through the Winemaker's Federation of Australia

2018 – Establishment of the Wolf Blass Gallery & Museum to showcase the past, present and future of the Australian Wine Industry celebrating an iconic legacy of cultural significance to the state