Winetech has 4 core functions:

1. Research & Development
2. Knowledge Transfer
3. Learning & Development
4. Innovation

We do...
Our funding is sourced through statutory levies paid by all Wine Grape Producers and Wine Cellars as well as funding from various Governmental Departments.
WINE INDUSTRY VALUE CHAIN: INNOVATION OPPORTUNITIES

Technologies from “terroir to taste”
(i.e. tech for sustainability, C-economy, renewable energy, etc.)
- Sensor data
- Remote sensing/mapping and survey data, prediction/modelling
- Automation, precision viticulture, robotics
- Fermentation and cellar technologies, etc.; more emphasis
- Micro and yeast
- Analytical data (i.e. Phenolab)
- Preservation/shelf life
- Ageing
- Styles, etc.
- Sensory and consumer data

Environment
(soil, atmosphere, ecosystem)

Resources
(water, energy, financial/HR)
- Planning
- Planting surveying
- Long-term management
- Grapevine management
- Production
- Processing
- Packaging
- Marketing
- Sales

Plant and soil health

Data collection & management for planning, foresight, traceability over
(it could include technologies such as AI/ML and Blockchain, where applicable)
WINE INDUSTRY INNOVATION: CONTEXT

FOCUS AREAS
- Water use efficiency
- Climate change readiness
- Traceability/Authenticity
- Plant breeding
- Valorisation (waste/by-products)

TECHNOLOGIES
- Sensors
- Genetics/biotech
- Remote sensing/Precision viticulture

SUSTAINABILITY & PROFITABILITY

Data
Information
Knowledge
Wisdom
INNOVATION

IDEA to VALUE

The Winetech approach to explore the potential value of our Funded projects

“Giving Commercial application to Academic outputs”

“A great idea has no value if there is no uptake by it from industry”

Defined as:
Would somebody pay for the new Knowledge, Service or Product
INNOVATION IS A STATE OF MIND

WINETECH
WINE INDUSTRY NETWORK OF EXPERTISE AND TECHNOLOGY