

## Professional Profile

---

Melissa Parker has worked in the hospitality, food and wine industry both in Australia and overseas for over 20 years. Her experience includes front-of-house in hotels and restaurants, marketing, sponsorship, exhibition, conference and event management, wine sales, publishing and communications.

For five years Melissa held the position of editor of the Australian liquor industry's leading trade publication – *National Liquor News (NLN)* published by the National Publishing Group (NPG). Whilst at NPG, Melissa's position expanded to managing editor of all liquor and hospitality publications including *Australian Hotelier*, *Hotel Management* and *bars&clubs*. Melissa's years as editor of *National Liquor News* magazine gained her extensive knowledge of liquor products, suppliers and retailers, both domestically and in overseas markets. Her network of industry contacts spans Australia, the United Kingdom and Europe.

Her experience in the trade media proved an excellent foundation for her foray into the communications business. She has worked as an independent communications specialist in the food and wine industry for the past 14 years. Some of her past clients and projects include; Wyndham Estate, Wild Turkey, Chivas Regal, Katnook Estate, Evans and Tate, Angus the Bull, See Saw Sauvignon Blanc, Australian Liquor Industry Awards, Savour Tasmania, Tasmania Uncorked, *Liquor Trader* magazine, Diversified Exhibitions for *Hotel, Hospitality and Design*, Duval Leroy Champagne, Jameson Irish Whiskey, Diageo Australia, Brown Brothers, Giesen, Hare and Grace Restaurant Melbourne, Bistro Flor Melbourne, Sirena Tuna, and the Royal Melbourne Wine Awards, among others.

Melissa held the position of Vice President of the Wine Communicators of Australia for four years and was a national finalist in the professional section of the prestigious Vin de Champagne Awards. She has completed an Advanced Certificate from the Wine and Spirits Education Trust in the United Kingdom; a Bachelor of Arts at Melbourne University and a Certificate VI in Professional Writing and Editing at the Royal Melbourne Institute of Technology. Melissa was on the restaurant judging panel of the Restaurant and Caterers Association for seven years. Melissa continues to write for the liquor industry and occasionally sits on wine tasting panels for trade publications.