

Media Release

EMBARGOED: 2PM FRIDAY OCTOBER 2

2 October 2015

Bill Hardy named Legend of the Vine

Fifth generation Hardy winemaking family member, Bill Hardy, was today named the *2015 South Australian Legend of the Vine* by Wine Communicators of Australia.

Bill, who is Hardys Global Brand Ambassador, received the award in front of an audience of 350 industry peers and corporate guests at the WCA Royal Adelaide Wine Show Awards Lunch, at the Adelaide Showgrounds.

WCA Chair Angus Barnes said the 'Legend of the Vine' recognises an individual who has made an outstanding and lasting contribution to the Australian wine industry and has a passion for telling its story.

"In his 43 years with Hardys, Bill has been unwavering in his commitment to sharing and engaging consumers around the world with his family's 163-year-old story,"

"Today he travels the world – from the Caribbean to Lords' Cricket Ground – combining his passion for science, environment, history and the simple pleasure of enjoying good wine. He is a great ambassador for Hardys, and for the entire Australian industry," Angus said.

Reflecting on his long and vibrant career, Bill Hardy said it has been amazing to be part of the Australian wine industry during the decades in which domestic wine consumption has nearly trebled and is within a whisker of overtaking beer as our preferred tippie.

"Even more impressive, though, is to have witnessed – and hopefully aided – Australia in increasing its wine exports one hundred fold, to the point where our country has become the biggest supplier of wine to the world, other than the venerable 'old world' wine countries of France, Italy and Spain. It's especially pleasing to see the Hardys brand riding this wave," Bill said.

"It has been a privilege to be part of the phalanx of Australian winemakers who have circled the globe, telling the stories of Australian wine and making it come to life for far-flung consumers.

"To be recognised today by Wine Communicators of Australia for my own role in this resoundingly successful initiative is a high point in my career.

"I may have had the good fortune to be born with wine in my blood, but my passion for the product, for growing the grapes, for making the wine and, particularly, for stimulating these passions in others, has been a deeply personal and satisfying life's journey."

In recent years, Bill has also been a member of the Australian Wine Industry Technical Advisory Committee, Australian Delegate to the Oenology Commission of the International Organisation of Vine and Wine and Chairman of Wetland Care Australia.

As a *Legend of the Vine*, he joins a prestigious list that includes WCA Patron James Halliday, Rob Hirst, Patrick Iland, David Lowe, Phil Laffer, Chris Anstee and Lyndey Milan. He also becomes a life member of WCA.