

MEDIA RELEASE

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2018 Wine Communicator of the Year Awards open for entries

Entries open today for WCA's prestigious annual Wine Communicator of the Year Awards, which will be offered across nine categories this year.

This year the awards welcome a strong panel of judges, including renowned wine journalists, Huon Hooke and Judy Sarris, and Masters of Wine, Alison Eisermann-Ctercteko and Philip Reedman.

Following judges feedback in 2017, the 'Best Wine Book' award will sit under one category, recognising a leading publication in trade or technical and consumer, whilst 'Best Wine Public Relations Campaign' award will feature for the second year.

"The annual WCA Wine Communicator of the Year Awards are always an exciting time for our organisation and for the wine industry in Australia," said WCA National Chair Angus Barnes.

"The quality of entries received each year highlights the standards we set ourselves within the wine media industry and we look forward to receiving this year's entries."

"This year we welcome new award partners including the University of Adelaide, Purple Giraffe Marketing, Vigneto Consulting and Liquid Ideas, and will benefit from a calibre of judges who have experience across all domains of the wine world."

Entries are sought across the following categories, with the overall Wine Communicator of the Year selected from category winners.

- **Best Wine Book Award (trade or technical and consumer)**
Awards partner by Calabria Family Wines
- **Best Wine Publication Award (trade and technical)**
Awards partner by Pernod Ricard Winemakers
- **Best Wine Publication Award (consumer)**
Awards partner by Pernod Ricard Winemakers
- **Digital Wine Communicator of the Year Award**
Awards partner by Liquid Ideas
- **Best Wine Website or Wine App Award**
Awards partner Purple Giraffe Marketing
- **Best Published Feature Articles or Column Award**
Awards partner Treasury Wine Estates
- **Best Wine Educator Award**
Awards partner by The University of Adelaide
- **Best Public Relations Campaign**
Awards partner Vigneto Consulting
- **New Wine Writer of the Year**
Awards partner by Gourmet Traveller Wine magazine

Entries close on Friday 7 September 2018. Finalists will be announced on Monday 15 October, and winners will be awarded at a special presentation night in Sydney on Wednesday 7 November 2018, which will be sponsored by Riedel Australia.

The annual WCA Wine Communicator of the Year Awards recognises outstanding contribution to, and excellence in, wine communication in all its forms. In each category, a short list of finalists is reviewed and selected by a panel of expert judges. A winner is then chosen in consultation with WCA Board. The overall Wine Communicator of the Year is then chosen from the category winners.

Information and entry criteria can be found at: <https://winecommunicators.com.au/>
Contact wca@winecommunicators.com.au

For interviews contact Angus Barnes, WCA Chair on 0407 615 132 or Lynda Schenk, WCA Executive Officer on 0400 811 002.