

4th September 2018

Press Release

International Lady of Wine Rebecca Hopkins confirmed as MC for the Wine Communicator of the Year Awards

In a boon for the Wine Communicator of the Year Awards, Rebecca Hopkins will attend its presentation night of nights being held at the not yet opened Gourmet Traveller WINE bar, Sydney, on Wednesday 7th November in the official capacity of Master of Ceremonies.

Born and raised in the McLaren Vale, and a graduate of Wine Business School from the University of Adelaide, Hopkins has built a successful and celebrated national and international career in wine communications and strategy spanning 25 years.

Now an experienced wine communications strategist, speaker, moderator, host and writer, Hopkins started her career in the Australian wine industry in various roles in marketing, distribution, and communication. In 2007 she joined the Hardy Wine Company (now Constellation Brands) and re-located to San Francisco, U.S.A. Here she managed the largest U.S. in-house brand and communications event team while simultaneously overseeing the U.S. wine portfolio. In this same role she lead brand publicity programming, event marketing and was responsible for leveraging strategic relationships across wine, culinary, luxury and lifestyle media.

In 2012 Hopkins joined national wine importer Folio Fine Wine Partners, a full-service sales, marketing and communications agency owned by the Michael Mondavi Family as Vice President Communications and Partner. In 2017 Hopkins saw further career progression by joining Colangelo & Partners, a fine wine and spirits communications agency where she worked to support agency strategy and its key clients.

Outside of her professional career, Rebecca is motivated and inspired by work-life balance. She is a 10+ year student and devotee of yoga and meditation and uses both practices to manage anxiety, stress and aid clearer communication. With this mission in mind, in March of 2018 Rebecca independently launched 'A Balanced Glass', an online platform providing education and resources to industry colleagues to help support and maintain health and wellbeing while working in the beverage alcohol industry.

Entries for Wine Communicator of the Year close this Friday 7th September

Going from strength to strength, this is the sixth year the Wine Communicator of the Year Awards have been conducted in an expanded format covering everything from print to digital.

So, if you are doing amazing things in any form of wine communication, or know someone who is, be sure to tell us about it by Friday! Entries close this Friday 7th September and nominations can be lodged online at www.winecommunicators.com.au.

The awards recognise outstanding contribution to, and excellence in, wine communication in all its forms. In each of the nine categories, 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. Finalists will be announced on Monday 15 October, and winners will be awarded at the presentation night in Sydney sponsored by Riedel Australia.

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For further information please contact Lynda Schenk, WCA Executive Officer: 0400 811 002 | exec@winecommunicators.com.au



ABOUT WCA

Wine Communicators of Australia was established as a national not-for-profit company in December 2010 growing out of the well-respected Wine Press Clubs of NSW, Victoria and South Australia. It aims to be Australia's pre-eminent organisation connecting business professionals working with wine and currently has more than 500 members.

WCA's annual program includes networking events, webinars and its prestigious lunches in association with three major capital city wine shows – Sydney, Melbourne and Adelaide. It also runs the annual Wine Communicator Awards and Legend of the Vine Awards.