

**MEDIA RELEASE**

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### **Brian Croser AO honored with WCA South Australia Legend of the Vine 2021**

Brian started his career as a winemaker with Thomas Hardy and Sons in 1969, and he went on to found a winemaking consultancy and develop the wine science course at Charles Sturt University in New South Wales. As a consultant and an educator, Brian had a huge influence on Australian winemakers in the 1970s and 80s, mentoring up-and-comers and shaping the community. He was Deputy Chancellor of the University of Adelaide for eight years from 1999 and was made a Doctor of the University for his service, having received a similar honour from Charles Sturt University.

Brian has also been awarded the Order of Australia. He received this honor in recognition of his outstanding contribution and service to the Australian and South Australian wine industry.

Andrew Stark, WCA Executive Officer reflects on the announcement, “Brian Croser is a genuine legend. His contribution to the industry is unquestionable. He has been a brand champion, advocate, educator and mentor for our industry over a sustained period, and has played a significant part in advancing the careers of many of today’s household names. We are honored to award Brian our 2021 South Australia Legend of the Vine”

Brian is the seventh person to achieve legend status in South Australia and he joins his fellow wine colleagues and professionals Pam Dunsford (2019), Tony Love (2018), Brian Walsh (2017), d’Arry Osbourne (2016), Bill Hardy (2015) and Patrick Liland (2014).

#### **About the Legend of the Vine Award**

The Legend of the Vine Award was first introduced in South Australia in 2014, and extends across Victoria and New South Wales with annual awards issued in each state. The nominees from each state are nominated by the WCA Board and State Chapters, with the final winner determined by the WCA National Board.

**For more information contact:** WCA Executive Officer Andrew Stark

**Tel:** 0401 145 351 **Email:** [exec@winecommunicators.com.au](mailto:exec@winecommunicators.com.au)

#### **About Wine Communicators Australia (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 New South Wales, Victoria and South Australia. Its purpose is to be Australia’s pre-eminent organisation connecting business professionals working with wine and currently has more than 600 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.