



WINE COMMUNICATORS  
OF AUSTRALIA  
PROFESSIONALS WORKING IN WINE

**MEDIA RELEASE**  
**14 October 2021**

### **2021 Wine Communicator Awards Finalists Announced**

Wine Communicators of Australia (WCA) is pleased to announce the finalists of the 10 categories for the 2021 Wine Communicator Awards, including our 3 *NEW* categories: Best New Blog or Podcast, Best Wine-Themed Event and Best Wine Communicator – Cellar Door.

We are extremely pleased with the quality and success that has come from all communicators within the wine industry this year.

Each entry is reviewed by a panel of expert judges and a winner is selected in consultation with the WCA Board. The overall Wine Communicator of the Year Award will then be chosen from the category winners by the WCA Board and announced at the award ceremony on Wednesday 24<sup>th</sup> November 2021.

WCA's Executive Officer Andrew Stark commented, "There is an abundance of stories in our wine community, and I'm always amazed at the diversity of both those stories and the story tellers. It's clear that the wine industry in Australia is facing into the challenges of the last couple of years with an innovative, can-do attitude and this is reflected in the high calibre entries we received. The new awards such as Best Blog or Podcast also reflect the changing nature of how we tell these stories and it was no surprise to see this category in particular so hotly contested."

The finalists for each category are:

#### **Best Wine Marketing Communication Campaign (Individual or Team)**

- Langhorne Creek Project 5255
- Scarborough Wine Co. / Mastermind Consulting
- Taylors Wines' mission to save the seahorses / Blend Public Relations & Common Ventures

#### **Best Wine Blog or Podcast**

- Drinks Adventures Podcast – James Atkinson
- Wine for the People
- Wine with Meg + Mel – Rob Dolan Wines

#### **Best Published Feature Article or Wine Column**

- Jeni Port and Nicole Bilson
- Katie Spain
- Samantha Payne

#### **Best Wine Serial Publication**

- Veraison Magazine
- Wine Business Solutions



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#### **Best New Wine Book**

- Elderton Wines, Elderton: A Vintage Story by Nicolas Brasch
- Soul Publishing, Wine, Beer & Spirits of the Fleurieu by Rojina McDonald

#### **Best Wine Website or App**

- Australian Wine CONNECT
- McLaren Vale Grape Wine & Tourism Association
- Winepilot

#### **Best Wine-Themed Event**

- Henschke and Hutton Vale Farm, Vino Camino
- Rob Dolan Wines: The Pairing Method

#### **Best Wine Communicator – Cellar Door**

- Phillip Lord, Michael Hall Wines
- Rebecca Barr, Fernfield Wines
- Rhys Baker, Swinging Bridge Wines

#### **Best Wine Educator**

- Dr Rebecca Dolan, University of Adelaide
- Jamie Sach, Penfolds
- Hydra Consulting

#### **Best Wine Student**

- Kirsty Hill, Handpicked Wines
- Congling Faye Fu, TAFE SA Wine & Spirit School
- Ruchira Ranaweera, The University of Adelaide

**END**

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#### **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.