



WINE COMMUNICATORS
OF AUSTRALIA
PROFESSIONALS WORKING IN WINE

MEDIA RELEASE

Thursday 24 November 2022

WCA celebrates the 2022 Wine Communicator Awards

Last night saw Wine Communicators of Australia (WCA) announce the winners of the 2022 Wine Communicator Awards ten categories, including the overall Wine Communicator of the Year.

The annual Wine Communicator Awards recognises outstanding contribution to, and excellence in, wine communication in all its forms. Fifteen experienced and respected wine industry professionals were selected to judge the categories across a number of criteria. The judges were hugely impressed with the calibre of creativity, passion, and skill shown across a wide range of communication channels.

The category award winners are:

Best Wine Marketing Communication Campaign (Individual or Team)

- Barossa Australia -- The Barossa It's Just Us Campaign

Best Wine Blog or Podcast

- Wine with Meg + Mel Podcast

Best Published Feature Article or Wine Column

- Lisa Cardelli

Best New Wine Book

- The Wine Producers: Best of McLaren Vale and Best of Barossa written by Katie Spain and published by Budmedia

Best Wine Website or App

- Margaret River Wine Association

Best Wine-Themed Event

- Margaret River Fine Vines Festival, AHOY Management

Best Wine Communicator – Cellar Door

- Oliver's Taranga Cellar Door Host Team

Best Wine Educator

- Cynthia Gemus, Yalumba Wines

Best Wine Student

- Karlee Cook, The University of Adelaide



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WCA Executive Officer, Andrew Stark commented, "Last night's Awards ceremony was a wonderful opportunity to celebrate excellence in communication and acknowledge the innovation that individuals and businesses have shown as we continue to navigate through what 'post-Covid normal' looks like in the lifestyle industry. We wish to say a special thank you to everybody who applied in the 2022 Wine Communicator Awards. The calibre of entries continues to impress our judges. We would also like to thank our Award category sponsors for their support and commitment."

"The Awards continue to be the most important event on the annual WCA calendar, recognising as it does excellence in many different facets of wine story telling."

The overall Wine Communicator of the Year is chosen by the WCA Board from the category of winners. Previous winners have included Trish Barry, Barossa Grape & Wine Association, Max Allen, Gill Gordon-Smith, Katie Spain, and Jeni Port.

This year, the Wine Communicator of the Year was awarded to the Oliver's Taranga Cellar Door Team.

Judges' comments regarding the application were full of praise for not only the passion and enthusiasm of the team in telling the brand's story, but also for the professionalism of the multi-channel approach the team had to ensuring that story transcended the physical experience.

"I'm thrilled that that we're recognising that wine communication takes place in a diversity of environments and across a wide range of media. The cellar door experience, and in hospitality more broadly, plays such an important role in building brand advocacy and is where so many stories are told, so it's fantastic that our overall winner comes from that sector and sets the standard for what compelling story telling looks like" said WCA Executive Officer, Andrew Stark.

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For more information contact: WCA Executive Officer Andrew Stark

Tel: 0401 145 351 **Email:** 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.