

MEDIA RELEASE

Friday 16th August 2024

THE LATEST EVANS LEGEND: A LEGEND IN HER OWN RIGHT

The WCA 2024 Sydney Royal Wine Show Trophy Winners Lunch was held on Friday 16th August and saw the announcement that **Sally Evans** had been honoured for her years of contribution to the Australian wine industry and been awarded *Legend of the Vine* status.

Sally is the twelfth person to be awarded *Legend of the Vine* status in NSW, and joins a prestigious national list that includes Liz Riley, Andrew Caillard MW, Sandra Przibilla, Lyndey Milan, Huon Hooke, Clive Hartley, Iain Riggs, Rob Hirst and David Lowe.

Wine Communicators of Australia (WCA) Executive Chair, Angus Barnes said of the announcement, “WCA is delighted to be able to honour Sally. Whilst small in stature, she is very mighty in her contributions and is a true friend to the Australian wine industry.”

Commenting on the award Sally said, “Being named a Legend of the Vine is beyond my wildest dreams. It’s an incredible honour to join such a stellar list of contributors, many of them my own mentors and friends. I am just so grateful to have been a part of this wonderful industry (since birth) and proud to have been able to do my bit along the way.”

Sally has wine in her blood as daughter of wine legend Len Evans, but she only joined the industry herself after her business studies and travels took her to Paris and then London, where she became the Wine Buyer for Michael Morgan. This was followed by a long stint back in Australia as the McWilliams Wine Group Marketing Manager, where she was the first female member of the executive team, and held a number of board positions, including Tower Estate and also overseeing the Family Wine Company.

With over 20 years of wine marketing, communicating and consulting under her belt, she also has a very distinguished career in volunteering. She became involved in the Len Evans Tutorial and Len Evans Foundation in 2006 and is currently the Chair of this organisation.

Sally also became a councillor at the Royal Agricultural Society (RAS) of NSW in 2010, where she contributed to a wide range of projects and initiatives, including the RAS Foundation, the charitable arm of the RAS NSW. She was heavily involved in the Sydney Royal Fine Food Competition and was Chair of the Sydney Royal Wine Show Committee for 6 years. Sally is still on the committee and is also currently a member of the RAS Board.

About the Legend of the Vine Award

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

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 700 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, as well as the Wine Industry Mentor Programme and Wine Media Cadet Programme.

Contact

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