



MEDIA RELEASE

Wednesday 9th October 2024

A true legend of the VINE wins prestigious Legend of the Vine Award

Prue Henschke was named the **2024 SA Legend of the Vine** in front of many of her wine industry associates and colleagues at the WCA Royal Adelaide Wine and Spirits Show Trophy Winners Lunch on Friday 4th October 2024.

Wine Communicators of Australia (WCA) initiated the Legend of the Vine Award to recognise those who have made an outstanding contribution to the Australian wine industry and who epitomises the spirit and ethos of WCA. Recipients embody the WCA maxim of 'Engage, Connect, Develop and Inspire', and are individuals who have led by example and have added their own skilled and distinctive voice to the Australian wine story.

National WCA Executive Chairman, Angus Barnes said of the announcement, "More than most previous winners, this year's winner really does live up to the moniker of 'Legend of the Vine'. Prue represents the pinnacle of viticulture in Australia. Her influence has reached cool-climate vineyards across the country, and she is passionate about protecting the natural environment while growing grapes good enough to create Australia's best wine."

Prue studied Viticulture and Plant Physiology at the Geisenheim Institute in Germany and then honed her craft in her husband's family wine business where she created a 'living research station'. Here she experimented and tested theories on cool-climate viticulture. This revolutionary research became vital in growing and improving cool-climate grape growing in Australia. Prue now manages over 100 hectares of vineyards extending across the hills between Eden Valley and the Adelaide Hills, and is custodian of precious old vines, some of which have been in the earth since the first days of the family estate.

She is the current Chair of the South Australian Vine Improvement Association, where her team successfully sought investment from Wine Australia in a national germplasm collection to consist of high health status and DNA verified varieties, clones and rootstocks, and a workable national Vine Propagation Standard. She is also Chair of Adelaide Hills Vine Improvement Inc and works closely with Vinehealth Australia.

Prue has won numerous awards as both a winemaker and a viticulturist. In 2016 she was named Viticulturist of the Year at the Australian Women in Wine Awards and last year was named as the inaugural inductee in the James Halliday Hall of Fame (Australian Wine Industry).

Prue is the tenth person to be awarded *Legend of the Vine* status in SA, joining a prestigious national list that includes Jane Ferrari, Peter Hayes, Brian Croser AO, Pam Dunsford, Tony Love, Brian Walsh, d'Arry Osborne, Bill Hardy, and Patrick Iland.

About the Legend of the Vine Award

The Legend of the Vine Award was first introduced in NSW in 2014 and 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.

For further information including images from the annual WCA Sydney Royal Wine Show Lunch, please contact Angus Barnes, WCA Executive Chair: | 0407 615 132 | chair@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 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.