

Australian Wine Communicator Award 2009 – Peter Forrester

For Immediate Release

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The Wine Communicators of Australia (WCA) has bestowed its most coveted award, the Australian Wine Communicator Award (AWCA) to a most worthy recipient, Peter Forrester. The Award's recipient is chosen each year by the Committee of the WCA and finalists are judged by; Patron of the WCA, James Halliday; President of the WCA, Darren Jahn and Jancis Robinson MW.

The Award was announced at the recent WCA Lecture Series featuring renowned UK wine commentator and critic, Jancis Robinson MW. In the past, the AWCA award had been announced at the Sydney Wine Show Lunch, however, this year the Club made an exception as Peter Forrester or 'Forrie' as he is more affectionately known amongst his peers, had flown to Sydney from his home town of Perth to see his good friend, Robinson, speak.

Forrester's surprise at winning the AWCA was humbling. His response was; "One of the things that I hate most about wineries and wine labels is the sign saying 'Award Winning Wines' and I think people who know me best believe that this flaw in my character is due to the fact that I haven't been able to put on my email address, 'Award Winning Wine Writer'...I must say this is a surprise and fairly overwhelming occasion for me. It's the sort of thing I probably wouldn't dream about...I'm absolutely bowled over."

Forrester started in the wine writing business in the mid eighties and was the founding editor of *Gourmet Traveller's WINE* magazine, today Australia's most prominent and successful consumer targeted wine magazine. As a wine writer he champions the value wine market and speaks to the wider wine drinking public about the wines they choose to drink in the everyday. His approach has demystified wine for the masses and has positioned 'Forrie' as the communicator and lynch pin between the producers and the public. He has done this very successfully with his wine publication, *Quaff*, now in its 10th publication. *Quaff* only reviews wines priced less than \$15 a bottle. He chairs the WINE magazine's Winemaker of the Year Awards and the Wine List of the Year Awards and contributes copy for both. He also judges the Negotiants Australia Wine Fellowship part of the Working with Wine programme that offers 100 would-be wine professionals to participate in a comprehensive, free of charge, wine education programme. He is a wine columnist for *Sunday Times* magazine, *The Australian Way* magazine for QANTAS and *Money Magazine*. He has contributed to the 6th edition of the World Atlas of Wine among others and over his career, has penned 30 books including the *Global Encyclopedia of Wine*, *Discover Australia Wineries* and *Margaret River*. James Halliday noted in his speech at this year's Sydney Wine Show Lunch in recognition of Forrester's award, that his copy of the *Global Encyclopedia of Wine* was regularly referred to and is one of the world's great resources on the wine industry. Most

importantly, Forrestal has showed himself to be a supporter, promoter and mentor to young and new wine writers.

Back at the scene of the presentation and Jancis Robinson remarked on her good friend receiving the AWCA; “My tiny contribution is that no one gives better gossip than Forrie.” Even more evidence this was a well chosen recipient for the Australian Wine Communicator Award!

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