

21 Most Influential Liquor Identities of the past 21 years

There were cheers galore when the top 21 most influential liquor identities were honoured at the recent Liquor Merchants Association of Australia annual lunch.

You know the names, you know the faces, but how often do you find yourself in a room filled with such an incredible array of industry legends? At the LMAA annual lunch last month, that's exactly what guests were treated to. From Bruce Tyrrell through to Tony Leon, three members of the iconic McGuigan family and beer legend Chuck Hahn, these were the faces of *Drinks Trade's* 21 Most Influential list – and they were proud to be part of it.

As is tradition, the lunch took place at Sydney's Doltone House, the backdrop of the city skyline setting the scene as guests mingled in the sun and catching up with old friends and colleagues. With an attendance of almost 350 people the 2010 lunch was a success, with guests excited to be part of such a positive industry initiative. Contributor for *Drinks Trade* Samuel Spurr said he was thrilled to be rubbing shoulders with such amazing people. "I write about these people all the time, and of course drink their wine and beer, but it's just incredible to see their faces and be in the same room as them," he said. But it wasn't just the guests who were excited by the calibre of people. The nominees themselves were humbled to be in such esteemed company. Penfolds ex-winemaker Don Ditter told *Drinks Trade* he was both surprised and honoured to have made the list. "When I first got the call, I just couldn't believe it," he said. "To be here today, among these people who have made such an amazing impact on the liquor industry is very special."

The Nielsen Company's Michael Walton emceed the event, while the entertainment for the afternoon was the Three Waiters, an opera-singing trio posing as wait-staff who certainly know how to belt out a tune. The afternoon finished on a high note, with the top

21 announced and presented with a specially made trophy.

CEO of the LMAA Sandra Przbilla said the decision to recognise the industry's high achievers was an extremely positive one. "This initiative, brought to life by *Drinks Trade* managing editor, Katrina Holden, to celebrate the 21st issue of the magazine, has developed into a celebration of our industry and the personalities within it," she said. "The response rate to voting has exceeded our expectations considerably. In fact at the commencement, I stated 500 votes would be a fantastic result. Well done to the industry for supporting the initiative. Congratulations to all those nominated and a toast to the final 21 remarkable individuals in a remarkable industry." Tickets to the 2011 LMAA annual lunch will be available from the LMAA website later next year.



These top 21 were unable to make it on the day, L-R: Brian Croser, Bob Oatley, Ian Atherton, James Halliday, the Late Len Evans, Peter Lehmann, Robert Hill-Smith and Wolf Blass.

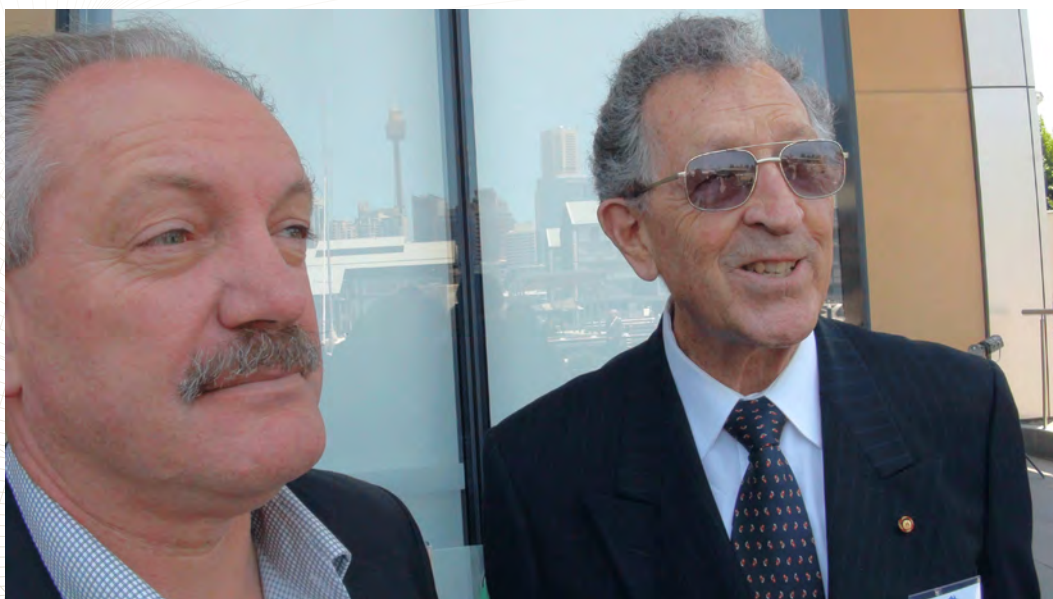


The top 21 in attendance, L-R: John Casella, Huon Hooke, Tony Leon, Bruce Tyrrell, Doug May, Andrew Kemeny, Fay McGuigan (for Brian), Jodie Evans (for Len), Lisa McGuigan, Sir James Hardy and Stephen Henschke.



These top 21 were unable to make it on the day, from the top: Brad Rogers, Allen de Costa and Prue Henschke.

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The top 21

The industry salutes these deserving legends.

- Chuck Hahn
- Doug May
- James Halliday, AM
- John Casella
- Wolf Blass
- (The late) Len Evans, AO OBE
- Bruce Tyrrell
- Sir James Hardy, OBE
- Peter Lehmann
- Huon Hooke
- Robert Hill-Smith
- Brian McGuigan, AM
- Ian Atherton
- Stephen and Prue Henschke
- Brian Croser, AO
- Robert (Bob) Oatley
- Andrew Kemeny
- Brad Rogers
- Lisa McGuigan
- Tony Leon
- Allen de Costa