



21 Most Influential Liquor Identities

With the search for *Drinks Trade's* 21 most influential liquor identities well underway, we reveal the deserving 73 nominees and why they've been selected.

To celebrate *Drinks Trade's* 21st edition in February/March 2011, we've invited industry to vote on who they think have been the top 21 most influential liquor identities over the last 21 years. These are people who have shaped the industry in some way or another or who have shown outstanding achievement in their roles.

Our definition of 'Influential'

We have defined an 'influential' person as: "A liquor industry identity, working in the Australian liquor business some time in the last 21 years or currently, who has exerted capability, supremacy, leverage and prevalence in their particular field. They may have had influence, had their voice heard above others, played a leading part in change, taken the lead, established a trend or lead the game. He or she would be a person of character, clout and consequence with esteem and leadership

qualities. They are recognised as a person of significance in the industry whose actions and accomplishments have somehow changed the way we do business, the way the industry operates or has led to long-lasting change in the liquor industry landscape. Stand-outs will have successfully combined domination with discretion; personality with performance; conviction with consequence; and aims with real action."

The top 21

The February/March edition of the magazine, due out 4 February will profile the winning 21 identities along with a list of 21 facts and figures about the liquor industry, a report from Nieslen on the top 21 brands in growth and the most significant turning points from the last 21 years. This specially-branded edition is not to be missed.

The nominees – who are they?

Sven Almenning

Owner and director of Behind Bars Industry Services, rolling out Alchemy Training program to on-premise staff, on behalf of Diageo. A dedication to sharing his skills and improving the knowledge of bartenders.

John Angove

Focus on sales and marketing of Angove's led to the development of an Australian based sales force servicing the domestic trade and expansion of exports to over 30 different countries.

Ian Atherton

Shaped Suntory Australia since it began in 1984; changed the face of on-premise; established Club Suntory in 1986, creating a bartending 'fraternity.'

Neville Bayfield

LMG chairman; founder of the Bayfield Hotel Group, started 30 years ago, which now owns several liquor super stores and iconic Sydney hotels/pubs.

Dr Wolf Blass, AM

Set up under his own label in 1973. Made major inroads with export markets. In 2001, was appointed as a Member in the Order of Australia (AM) for "service to the development of the Australian Wine Industry and to the promotion of excellence in winemaking, viticulture, marketing and research."

Gordon Broderick

Executive director of the Distilled Spirits Industry Council of Australia since its formation in 1981; dedicated and committed lobbyist and advisor to numerous national and state governments on alcohol-related matters, particularly around responsible and moderate consumption.

Ross Brown

Joined Brown Brothers in 1970; initiated development of the Epicurean Centre; helped Brown Brothers to become one of the country's biggest wine exporters; champion of alternative grape varieties.

Ed Carr

Group sparkling winemaker, Constellation Wines. Australia's most awarded sparkling winemaker with a vision to put quality Australian sparkling on the map; early foresight and belief in cool-climate of Tasmania led to the then-Hardy Wine Company heavily investing in the region.

John Casella

In 2001 created the [yellow tail] export label, selling 500,000 cases in first year; sales in the USA rose to 2.2 million cases in 2002; now oversees company that produces 12 million cases of [yellow tail] wine per year for more than 50 markets; has turned Casella Wines into the largest family-owned winery in Australia.

Howard Cearn

Co-founder of Little Creatures; former marketing director of Swan Brewery; current director of Swings & Roundabouts Wine, WA; founder and current chairman of brainCELLS Creative Marketing.

Tim Cooper

MD and chief brewer, Coopers; oversaw the construction of the new brewery, taking Coopers to a new level of expansion and capacity.

Roger Corbett, AO

Retired CEO and group MD of Woolworths; appointed an Order of Australia (AM) in 2003 for his services to retail and contributions to formulation of industry policy and standards; in 2008, promoted to Officer of the Order of Australia (AO) for his leadership and service to business and the community. Took Woolworths to become biggest liquor retailer and operator of gaming machines in Australia.

Brian Croser, AO

Established Petaluma in 1976; pioneered the development of the Adelaide Hills viticultural region; made an Officer of the Order of Australia for his contribution to research and education and for service to the Australian wine industry; has received numerous awards for service to the Australian wine industry including the Maurice O'Shea award.

Nuno D'Aquino

Former deputy CEO Foster's and MD of CUB; introduced Foster's Lager into UK; oversaw brewing technology breakthroughs and under his leadership, packaging innovations were introduced including PET beer packaging.

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Darren de Bortoli

Current managing director and company director of De Bortoli Wines; former winemaker for the family business, established in 1928 by his grandfather Vittorio De Bortoli; well known for his award winning Botrytis Semillon, Noble One; helped achieve De Bortoli's position as one of Australia's largest wine companies.

Allen De Costa

Worked for an independent liquor wholesaler, G&L Warehouse, until taken over by Davids (now ALM) in 1992. Continued with ALM until 2002, before moving back to Canberra to set up Local Liquor in June 02 in the ACT with 20 stores. Expanded the member base of Local Liquor and set up an additional banner, Countrywide Liquor – today the group has 277 Local Liquor and 150 Countrywide members throughout ACT/NSW and Queensland, with Local Liquor the largest independent banner in NSW.

Lynne Delaney

Former Sydney-based buyer for the LiquorStax Group; strong leadership and advocate of developing the independent offering; was responsible for creating a business model which prompted all banner groups to pay rebates to their members.

Don Ditter, OAM

Succeeded Max Schubert at Penfolds in 1975 as chief winemaker; with Penfolds from 1942 -1986. Credited with taking Penfolds Grange into modern era. In 2008, Don received the Medal of the Order of Australia (OAM) for service to the Australian wine industry.

Warrick Duthy

Influential in driving spirits from traditional to more contemporary consumption options (Stoli Lemon Ruski, Smirnoff Ice etc..)

John Duval

Appointed chief winemaker of Penfolds in 1986 and was with the company for 29 years, overseeing a dynamic period of change in the Australian wine industry. Consultant to a number of wine companies globally and maker of wines under his own name.

(The late) Michael Erceg

Entrepreneur who left Lion Nathan New Zealand in 1987 and set up Independent Liquor; identified a gap in the market for people who didn't like beer or wine, leading to the take-off of the RTD (ready to drink) category through products such as Vodka Cruiser. Set up operations in Sydney in 2000 and Melbourne in 2001. Michael was killed in a helicopter crash in November 2005, aged 50.

(The late) Len Evans, AO OBE

Wine writer, international wine judge, chairman, director and winemaker; acknowledged as putting Australian wine on the international radar. In 1968, established Rothbury Estate in the Hunter Valley, and then formed the Petaluma winery with Brian Croser, later founding the Evans Wine Company in 1996 and then his most recent ventures, Tower Estate and Lodge in 1998; also wrote the first encyclopedia on Australian wine in 1973 and was an internationally acclaimed, respected and competent wine judge for over 40 years.

Stuart Gilbert

Former Olympic yachtsman who re-ignited the Australian 'Inner Circle' rum brand in 2002, taking it to international acclaim before selling to Lion Nathan in 2007. In 2008, Gilbert set up Holey Dollar Rum, which has since won all its categories in the highly competitive International Wine & Spirits Competition, London, including the Overall World's Best Rum award (won for the first time by an Australian producer).

Robert Goldman

CEO Restaurant & Caterers Association; strong lobbying with NSW Government to amend liquor laws.

Mike Gordon

Built up the Mac's Liquor Chain which was sold to Lion Nathan in 1988 for \$10 million; former managing director of Liquor Marketing Group for nearly a decade; former director of National Liquor Retail Group.

Chuck Hahn

Holder of PhD in chemical engineering; established Australia's then-biggest micro-brewery in 1988, Hahn Brewery; fundamental in helping grow Australia's craft brewing industry with a career spanning 30 years across the US, Australia and New Zealand.

James Halliday, AM

One of the founders of Brokenwood Wines; founder of Coldstream Hills; contributor to over 56 wine books including James Halliday's Wine Atlas of Australia and The Australian Wine Encyclopedia, and since 2000, the top-selling Australia's Wine Companion; in June 2010 was made a Member of the Order of Australia (AM) in the Queen's Birthday Honours for "service to the wine industry as a winemaker, show judge, author and promoter of Australian wine internationally, and through senior roles with a range of professional organisations."

Sir James Hardy, OBE

Winemaker, businessman and community leader, gained international respect for contribution to Australian wine industry; joined the family company Thomas Hardy & Sons in 1953, appointed chairman of directors in 1981; in 1992, became a non-executive director of the newly merged company BRL Hardy Wine Company; has held numerous positions in the wine industry and other business associates in Sydney.

Clive Hartley

Leading wine consultant and educator and honorary life member of Sommeliers Australia; has consulted to government bodies on wine-related curriculum in Australia; in 2008, set up the Sydney Wine Academy in Ryde, delivering Wine & Spirit Education Trust qualifications to trade and wine training for corporates.

Justin Hemmes

Changing the face and 'raising the bar' of Sydney on-premise venues; innovation in hospitality; CEO of Merivale since 1997, responsible for some of Sydney's leading on-premise venues including Establishment and Ivy.

Paul Henry

Former general manager market development at Australian Wine & Brandy Corporation; formerly regional manager, UK and Ireland for AWBC. Delivered a strategic market development plan for Australian wine in the key UK market; drafted the marketing component of Directions to 2025; responsible for Wine Australia across 14 countries; launched international Landmark Tutorial.

Stephen and Prue Henschke

Along with wife Prue, combines the best of old world tradition with new world technology to create some of Australia's most premium wines, including the world-renowned 'Hill of Grace'; winners of many wine industry awards.

Personality, Success, Influence

Mal Higgs

Co-founder of Porter's Liquor in Sydney; in liquor retailing for over 35 years; president of Australian Liquor Stores Association (ALSA) nationally, and former NSW president of LSA. Current board member of DrinkWise Australia.

Robert Hill-Smith

Managing director of Yalumba wine company since 1985, taking the business to new heights with innovations in environmental sustainability and leaders in cask wine; set up the Old Vine Charter to preserve and promote Australia's old vines; grew Negociants to be a multi-exporter; set up Negociants' Working with Wine Fellowship in 1997 - the most comprehensive wine education program offered in Australia; took a leadership role in driving the premium end of the cask wine market.

Rob Hirst

A chartered accountant and MBA (Marketing-Macquarie); joined the liquor industry 30 years ago; in 1985 he took over Tucker Seabrook which became a national organisation specialising in premium wines, spirits, liqueurs and beers. Currently chairman of Fine Wine Partners. With late wife, Judy, inducted into Restaurant and Catering Australia Hall of Fame for services to industry. Also Australian representative for the Court of Master Sommeliers and UK based Wine & Spirit Education Trust.

Huon Hooke

One of Australia's most respected wine writers for over 20 years; national and international wine educator, speaker and judge; winner of the 2007 Australian Wine Communicator of the Year award; weekly column in The Sydney Morning Herald since 1987; observer of trends and influencer to wine consumers; author of several books including Penguin's Good Australian Wine Guide; contributing editor to Australian Gourmet Traveller WINE.

Peter Hurley

National president of the Australian Hotels' Association; state president of AHA (SA); chairman of Hospitality Group Training; founding board member of Independent Gaming Corporation.

Dr Tony Jordan

Set up Chandon on back of Moët Hennessy investment and took it to arguably Australia's number one sparkling; put Australian sparkling on the map

Theo Karidis

Leading figure in the growth of the independently owned and operated liquor group. First exponent of Big Box with the Crown of the Hill stores.

Andrew Kemeny

Australia's leading independent liquor retailer; Kemenys in business for 50 years; taken the business to new heights, including Kemenys Hidden Label, and has worked to maintain independence.

Bruce Kemp

Former chief executive of Southcorp Wines from 1992 to 1999. Under Kemp's leadership, Southcorp became a truly global company. Until recently, Kemp was president of the Winemakers' Federation Australia.

Michael Kollaras

Owner of The Kollaras Group, one of the largest privately owned Australian liquor companies; owner of retail chain Tosti Cellars; Kollaras Trading Company supplies liquor to various national and international markets.

Phil Laffer

Group chief winemaker, Pernod Ricard Australia; visionary Orlando Wyndham winemaker who was responsible for the huge international success of Jacob's Creek and the introduction of its Reserve and Limited Release ranges; tireless promoter of Australian wines in international markets; recipient of Maurice O'Shea award 2010.

Arthur Laundry

Built a hotel empire and a strong influence of gaming in venues; owner of over 31 hotels in Sydney.

Peter Lehmann, AM

First Australian wine industry figure to be recognised as a Member of the Order of Australia; 'Baron of the Barossa'; champion of the Barossa Valley; winemaker at Saltram for 20 years before establishing Peter Lehmann Wines.

Tony Leon

Success-story of Dan Murphy's; with the chain for 23 years; credited with turning Coles Liquor around in recent years; innovator in liquor retailing.

John Livingstone

Treasurer of LMAA; former MD of Swift+Moore; former Chair of DSICA; stalwart of the Australian spirits industry.

Tom Maguire

Long term ownership and growth of family hotel group; president AHA QLD.

Bruce Mathieson

Founder of Bruce Mathieson Group in 1974; owner of over 30 hotels in Victoria; JV with Woolworths in 2000 (Brundwo Pty Ltd) which successfully took over the Australian Leisure and Hospitality Group in 2004 (now named ALH Group).

Doug May

Trade relations at Lion Nathan Australia for over 10 years; contributes to industry through the conversations he has passionately engaged in with members of the hospitality industry; great source of information for what is going on in the industry and who may need a quiet, helping hand; strong integrity and network of contacts, along with tireless ability to connect people with others.

Lisa McGuigan

Currently general manager sales and marketing at Poole's Rock Wines; set up Tempus Two in 1998 and grew it to become a 150,000 case business; renowned for her ability to build brands and evolve new wine markets; fourth generation of the McGuigan family from the Hunter Valley; formerly the global marketing director at McGuigan Simeon Wines; also experienced in wine retailing with the establishment of Sydney CBD fine wine stores named 'Lisa's Wine Vault'; recognised for her energy and enthusiasm.

Neil McGuigan

Current CEO of Australian Vintage Limited; winner of the White Winemaker of the Year award at the 2009 International Wine Challenge (IWC) in London; nominated again in 2010 for the same award; winemaker for over 30 years; led his winemaking team, to shift direction in the styles of wines they were creating for global markets.

Brian McGuigan, AM

Legendary Hunter Valley winemaker, awarded the Medal of the Order of Australia (AM) and winner of Hunter Valley Living Legend Award; had a vision to create a mainstream brand of quality wines which were driven by consumer trends, which, at the time, challenged the traditional wine industry formula. Champion of McGuigan Wines and Australian wines in general in export markets.

Kevin McLintock

Sales and marketing manager at Tucker Seabrook from 1988; global understanding of wine and Australia's place in world markets; CEO McWilliam's Wines in 1993 until 2005; in 2006 became chairman of the AWBC 'Directions Taskforce' to set the direction for Australian wine; brings an international perspective to our wine industry, being originally from South Africa.

John Murphy

Former MD of Foster's Australia - with the company for 27 years; Former CEO of VISY; current MD of Licensed/Alcohol at Coca Cola Amatil; made the customer the champion, ensuring the business was customer-focused.

Hazel Murphy, AM

Responsible for many of the original marketing initiatives for the Australian Wine and Brandy Corporation's Wine Export Council in London during Australia's export boom to the UK; awarded the Order of Australia for Services to the Australian Wine Industry in 1996 and the Maurice O'Shea Award.

Trevor O'Hoy

Former CEO Foster's Group; started at Foster's as cadet in 1976, appointed MD in 2002, then president and CEO in 2004; was leader of Foster's when it spent \$3.7 billion to purchase Southcorp in 2005.

*Innovator, Leader, Conviction***Bernadette O'Shea**

Influential promoter of champagne in Australia; winner of the prestigious Vin de Champagne award in 1984; in 1988 started running public educational sessions in Brisbane; in 1995 started a full time career in champagne; was invested with the 'Chevalier de l'ordre du Merite Agricole', a knighthood from the French Government for her work in the champagne industry.

Robert (Bob) Oatley

Established Rosemount Estate in the 1970s, whose wines enjoyed incredible success in the UK, Europe and US markets; innovative sales and marketing and customer interfacing saw the Rosemount brand gain unprecedented distribution worldwide; set up Robert Oatley Vineyards in 2006.

Les Page

Well known industry identity, having worked in some of Australia's most well respected companies since 1978 on leading spirit brands such as Martini, Bacardi, Bundaberg, Jack Daniel's & Galliano, in senior sales and marketing roles; runs his own company island2island Beverage Company.

Bruce Peachey

Created Bluetongue Premium Lager; creative approach to beer with ability to target qualities in beer that appeal to consumers; brewed Guinness and Löwenbräu under license for nine years.

John Pollaers

Current MD of Carlton & United Breweries; formerly with Diageo for 20 years, including as president, Asia Pacific and managing director, Australasia; proven track record in growing brands and businesses across markets; also recognised as a leader for his role in creating industry momentum behind the 'drink responsibly' message including as founding chairman of DrinkWise Australia.

John Raymond

Former managing director of Independent Liquor Group (ILG), helped start-up the co-operative wholesaler when it began in 1975, serving more than 30 years; instrumental in developing a unique business model to the independent sector of the Australian liquor industry.

Brad Rogers

Former chief brewer of Matilda Bay Brewery, developing some of Australia's most well-known craft beers including Beez Neez and Alpha Pale Ale, and growing the category; with Foster's for over 15 years; well known for 'breaking the mould' with his approach to brewing; currently founder and brewer at Stone & Wood, a boutique brewery in Byron Bay.

Louisa Rose

Graduate of Roseworthy in 1993, has built an enviable reputation developing wines for Yalumba as senior white winemaker in 1996, chief winemaker in 2006 in her mid 30s; now also responsible for the Hill Smith Family Vineyard wines; has raised the quality of Yalumba cask wine; renowned as a leader and team player.

Phil Ryan

McWilliam's Mount Pleasant winemaker since 1978; became chief winemaker in 1985; responsible for the company's flagship wines including Maurice O'Shea, Rosehill, Lovedale and Elizabeth wines; completed more than 30 vintages at McWilliam's; champion of Hunter Valley and Australian wines.

Bonnie Sacks

Highly regarded and long serving business manager, liquor, for Woolworths; set new standards around negotiation in the industry.

Phil Sexton

Founded Matilda Bay microbrewery in 1984, followed by Little Creatures; fought importing laws in order to import American hops into Australia; also established Devil's Lair winery (WA) and Giant Steps / Innocent Bystander (VIC).

Heidi Solterbeck

Retired chairperson of Liquor Alliance; a key visionary for Thirsty Camel, instrumental in its birth and launch within the United Inn-keeper business and subsequently across the national Liquor Alliance group.

Mitchell Taylor

Managing director and winemaker, Taylors Wines, overseeing all aspects of the business; joined the family business in 1988; commitment to Australian wine and family-owned wineries; Instrumental in the formation of Australia's First Families of Wine; has led Taylors through a number of innovations in environmental sustainability, including a world-first for any wine brand or range with the company's Eighty Acres range of wines certified as 100 per cent carbon neutral.

Andrew Thomson

Over 15 years experience in the liquor industry, with previous roles ranging from senior marketing, sales and information management roles at Foster's, Diageo and Nielsen; branched off on his own to create Swigg, a consultancy business for the liquor industry; started up BarScan, an innovative web portal that draws on the collective knowledge of Swigg, the Liquor Marketing Group and Nielsen and produces tailored data insights and solutions exclusive to the on-premise trade.

Bruce Tyrrell, AM

Fourth-generation Tyrrell family member, joining the business in 1974; developed first Vat 1 Semillon; created Australia's first wine direct mail order system; made CEO from 1994; in 2006 was recognised with a Member of the Order of Australia Medal for his contribution to the Australian wine industry, improving grape quality, research, tourism and export opportunities.

Michael Walton

Entered the industry in liquor retailing, Sydney; moved to Porter's; using his liquor experience, moved to ACNielsen; took his knowledge to enhance current position today as executive director, Nielsen consumer & business intelligence, Pacific; takes industry data, places his view and perspective on the data, based on his experience in the industry; what he imparts then can have influence over those people receiving the information.