



WINE AMBASSADOR JANE FERRARI

There's no fake or frippery with Ferrari – when she preaches the Yalumba gospel, you realise that she's doing it because she's passionate about the place; she leaves the distinct impression that she wouldn't waste her breath on anything she didn't wholly believe in herself.

Meeting Jane Ferrari is unforgettable. Her job title at Yalumba is multifaceted. She is a storyteller, a communicator, a brand ambassador, a legend. Spend an hour with Jane and you'll find out more about the heritage and culture of Yalumba and the Barossa than most locals learn in a lifetime.

A winemaking graduate from Roseworthy College, Jane joined Yalumba in 1987 and has thrived as promotions manager, wine room manager, storyteller and today is our wine communicator at large. Her role brings to life the Yalumba story and our philosophies on viticulture, winemaking and the environment. In 2004, Jane was announced as the recipient of the Wyndham Hill Smith Award in recognition of the significant contribution she has made to Yalumba. This was followed in 2013 by Yalumba's highest honour - Jane was named Signatory for Yalumba The Signature Cabernet Sauvignon & Shiraz 2010.

Wine Communicators of Australia named Jane Ferrari its 2012 Wine Communicator of the Year for her long-term effort in the global promotion and education of not only Yalumba, but Australian wine in general.