

Handpicked nominations for City of Sydney awards

July 14th, 2015

Handpicked Wines is proud to announce two of its key managers are finalists in the City of Sydney Regional Business Awards.

General Manager Jeffrey Tan and Marketing Manager Imogen Hayes have been nominated in the awards - Imogen is a finalist in the 2015 Young Business Executive category and Jeffrey is a finalist in the 2015 Business Leader section.

The nominations are further testimony to the progress made by Handpicked Wines over the last two years. With Jeffrey and Imogen at the helm of marketing the company has picked up numerous accolades including 'Top Ten Best New Wineries' in *James Halliday Wine Companion 2015* and trophies at various prestigious wine awards in Australia and internationally.

“At the beginning of last year, we were an export-oriented wine company with an over reliance on one single market – a case of having all our eggs in one basket. Fast forward 20 months and we now have, or are close to having, representation in seven countries across the Asia-Pacific region,” said Jeffrey Tan.

Handpicked Wines, which owns vineyards in Mornington Peninsula, Yarra Valley and Barossa Valley has gained traction in the Sydney market for its high quality wines, diverse team and unconventional approach in the conservative wine industry.

Handpicked Wines has undergone complete rebranding in the last two years to create a distinctive image and voice on a global platform. Jeffrey and Imogen have developed a unique vision focusing on digital storytelling and connecting with customers at a community level. A key element in their success is Handpicked’s contemporary design aesthetic and original voice in an industry that trades on tradition.

This year, the City of Sydney has joined forces with the NSW Business Chamber to create a new Sydney City region in the chamber’s prestigious annual Business Awards, which recognise outstanding business achievement across New South Wales.

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