

8th Annual Wine Competition  
**8**  
Informational Packet



**2012 San Joaquin Valley  
California Wine Competition  
Information Packet  
Entries Due: April 13, 2012**

**Dear Vintner:** With the myriad of wine competitions out there, it is difficult to figure out which one to submit to, especially given the struggles in the economy and limited supplies of wines. In our ongoing effort to provide the maximum benefit for entering wineries, this year's edition of the San Joaquin Valley Winegrowers Wine Competition is really three different competitions in one! Each wine will be tasted and judged by three distinct panels, representing key demographics of the existing wine buying, and the potential wine buying public. These three panels, made up of Wine Professionals, Hispanic Americans, and members of the Millennial generation, respectively, will be a definitive test on where your wines stack up in the marketplace of taste. A current list of judges can be found at [www.idrinkwine.net](http://www.idrinkwine.net).

Industry talking heads have been hammering home how important Millennials are to the wine consuming future. As we try to position our wines to appeal to the next generation, have we taken the time to ask them the simple question, "do you like what you taste?" Given current market research, Millennials are going for what they like, and not for what they are "supposed" to like. If you could find out what a broad spectrum of the emerging wine buying public thought of your wine, wouldn't you? Knowing what tomorrow's public wants in a wine, with irrefutable evidence, surely alleviates apprehension when deciding what today's vintage should taste like upon release.

This 2012 San Joaquin Valley Winegrowers Wine Competition is about much more than awarding medals; it is focused on finding out what the emerging markets want from our Industry. If we don't listen to the fastest growing market segments in American society - our global competition surely will - to the direct detriment of California, our industry, and your business.

Help yourself by entering this year's competition. It's really three competitions in one, for one low price. Unlike other competitions, we have both Millennial Generation & Hispanic American direct consumer information, and noted classical wine experts to keep things honest. But in reality, we can brag all day long about any expert likening our wines, but will that one expert buy enough to grow your business? Entering wineries have the opportunity to pour and market at our post-competition R.A.W. wine tasting, on April 21, 2012 in Visalia, California.

As always, good luck and we look forward to your entries as we eagerly await our opportunity to see the best bottles from California's soils!

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### Wine Competition Rules

1. To qualify for entry in the San Joaquin Valley Wine Competition 2012 you must represent a commercial winery or private-label produced by a commercial or professional winemaker.
2. A wine's category will be based upon the varietal composition and other information supplied by the producer.
3. Judges will present all awards to Competition Winners. The judges' decisions will be final.
4. San Joaquin Valley Wine Competition 2012 reserves the right to create or delete categories if the number of entries so warrants. Wine Competition 2012 also reserves the right to assign entries to particular categories.
5. Wines submitted for which there is no existing category will be entered in the appropriate category.
6. The same wine may not be entered in more than one category. Wineries may, however, submit multiple entries in the same category.
7. An official entry consists of eight 375ml bottles, four 750ml bottles, or three 1.5 liter bottles of the same California wine.
8. Entries must be received by April 13, 2012. Wines received after this date may

not be eligible for the Competition.

9. Entry fees are not refundable, nor transferable.
10. All wine entries become property of the San Joaquin Valley Winegrowers Association or one of its designees.
11. Wines entered into the Competition will be presented to the public at a public tasting on April 21, 2012. Wines at this tasting will not be designated with any won awards.

### How to Enter

The entry form must be filled out completely and mailed to: San Joaquin Valley Wine Competition 2012. There is a \$50.00 entry fee per entry. Deadline for entry is April 13, 2012. There are no restrictions on the number of wines a winery may enter. Experimental wines are permitted.

### Where to Ship the Wines

Wines will be shipped to San Joaquin Valley Wine Competition 2012, 1625 Simpson St., Kingsburg, Calif. 93631 - ATTN: Roger. Wines will be stored in a secure, temperature-controlled facility until the Competition.

### Medals and Awards

The judges will award all medals and awards. Wines in each category will be con-

sidered for Gold, Silver and Bronze medals. Gold-Medal winning wines will also be eligible for Best of Show White, Best of Show Red, Best of Show Dessert, and the Best of Show Award. The decision of the judges will be final. Gold Medals unanimously so chosen will be awarded a Double Gold Medal. Winning Wines will be released to the media and public within two weeks of the Competition.

At the R.A.W. Tasting, all Wines will entered will be eligible for the VIP Consumer award by blind ballot.

### Judges & Judging

Unique to the San Joaquin Valley Wine Competition 2012 is the organization of the panels. All the wines will be judged by 3 different panels consisting of; A. Classical Wine Professionals: Restaurateurs, Wine makers, Journalists, Members of the Trade, etc.; B. Hispanic Americans: Business Leaders, Wine Drinkers, Restaurateurs, etc.; C. Millennials: Up and coming consumers under the age of 35. Each panel will award its own awards, and will provide its own judging notes if requested by the winery.

Judges are pulled from a wide range of wine expertise to give a true representation of the marketability and consumer opinion of the wines, based upon the category of consumer so targeted at each panel.

### Judging Notes

For \$7.50 per entry, we will confidentially collate and copy the judges' notes for your wine so that you can see what exactly transpired with the tasting of your wine.

### Partial List of Judges

Gary Agajanian, Agajanian Vineyards

Jeff Bitter, Allied Grape Growers

Mark Chandler, Industry Consultant

Sue Crosno, Winemaker

Stewart Epstein, Sunfire Estate Wines

John Giannini, CSU-Fresno Winemaker

Glenn Grabiec, Sommelier, Wine Pros

Mac McCarthy, Savvy Taste

Greg MaGill, Ciatti Company

M. Carl Rana, CSW, CWP, Stefanelli Dist.

Chris Shackelford, Sommelier

Wine Professionals for the

8th Competition are chosen from various jobs in the industry, from throughout California, for a thorough, thoughtful set of panels.

### NEW THIS YEAR!

ALL WINES Entered into the Competition, for which there are left over ounces, will be poured at the first ever R.A.W (Renaissance A'Wine) tasting in Visalia, CA, the day after the Competition. All attendees to the tasting will have the opportunity to vote on their favorite wine, in a true "people's choice". Wines will be organized by variety and paired with a Visalia-area restaurant which will develop a food to match the flavor profiles of the prospective wines.

Wineries entered into the Competition are also invited to participate and pour at the event if they so choose. For more information please call us at

559-679-0836 or email [pam@idrinkwine.net](mailto:pam@idrinkwine.net).

## Entries Due: April 13, 2012

WINE CODES FOR ENTRIES			
White	To1		
White (Aromatic)	To2		
Red	To3		
Red (Aromatic)	To4		
Pink	To5		
Sparkling Wines			
Brut	So1		
Extra Dry	So2		
Rose	So3		
Dessert	So4		
Red Wines			
Alicante Bouschet	Ro1		
Barbera	Ro2		
Bordeaux-Style Blend	Ro3		
Cabernet Sauvignon	Ro4		
Cabernet Franc	Ro5		
Carignane	Ro6		
Charbono	Ro7		
Grenache	Ro8		
Italian-Style Blend	Ro9		
Malbec	Ri0		
Merlot	Ri1		
Mourvèdre	Ri2		
Nero d'Avola	Ri3		
Petite Sirah	Ri4		
Petit Verdot	Ri5		
Primitivo	Ri6		
Pinot Noir	Ri7		
Rhone-Style Blend	Ri8		
Rose Dry	Ri9		
Rose Off-Dry	Ri0		
Ruby Cabernet	Ri1		
Sangrovese	Ri2		
Spanish-Style Blend	Ri3		
Syrah	Ri4		
Tempranillo	Ri5		
Tinta Cao	Ri6		
Zinfandel	Ri7		
Other Varietal	Ri8		
Other Blend	Ri9		
White Wines			
Blend Dry	Wo1		
Blend Off-Dry	Wo2		
Chenin Blanc	Wo3		
Chardonnay	Wo4		
Chardonnay - No Oak	Wo5		
Grenache Blanc	Wo6		
Gewürztraminer	Wo7		
Malvasia	Wo8		
Marsanne	Wo9		
Moscato (Dry)	Wo10		
Pinot Blanc	Wo11		
Pinot Grigio	Wo12		
Riesling Dry	Wo13		
Riesling Off-Dry	Wo14		
Sauvignon Blanc	Wo15		
Sémillon	Wo16		
Verdelho	Wo17		
Vignier	Wo18		
Other	Wo0		
Dessert Wines			
Sherry Dry	Do1		
Sherry	Do2		
Port Ruby	Do3		
Port Tawny	Do4		
Port Vintage	Do5		
Sweet Red	Do6		
Sweet White	Do7		
Other	Do8		

# SAN JOAQUIN VALLEY WINE COMPETITION 2012

## OFFICIAL COMPETITION ENTRY FORM

Winery Name \_\_\_\_\_

Parent Company Name \_\_\_\_\_

Telephone Number \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Web Site Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_

Form Date: _____
Wine Date: _____
Check: _____
Received By: _____

Brand (If different from Winery)	Wine Type/Variety	Vintage	Appellation	Special Designation	Category Code	Alcohol	Residual Sugar		Want Results?
									Y / N
									Y / N
									Y / N
									Y / N
									Y / N
									Y / N
									Y / N
									Y / N
									Y / N

Make Checks Payable to:  
**SJVWA**  
  
 PO BOX 11128  
 Fresno, Calif., 93771

Number of Wines Entered: _____	x \$50.00=	
Number of Results Requested _____	x \$7.50 =T	
		Total Due

ENTRIES MUST BE RECEIVED NO LATER THAN APRIL 13, 2012!

Signature \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Card Number: \_\_\_\_\_