

This work is based upon work supported by the New York Wine and Grape Foundation



New York Wine & Grape Foundation

Wine Competitions

Presented by Lorraine Hems and
Shannon Brock

R·I·T



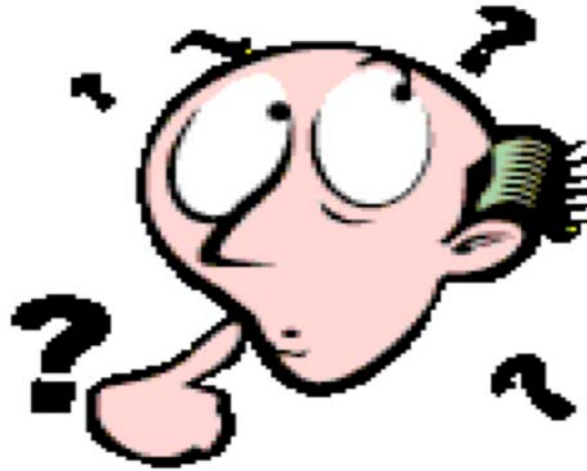
Wine Competitions

- Be Selective
 - Local, regional, state, national, international, theme, grape
 - Open to native and hybrids? NYWGF list of competitions
 - Quality of submissions
- Send samples in immediately after receiving invitation
 - Enter information on forms correctly
 - Residual sugar
 - Category



Wine Competitions

How are they run?



Wine Competitions

Presentation

Most competitions

- Backroom “rules”
- Entry assigned number and categorized
- Poured, numbered and brought to panel
- Judged individually. Consensus?
- Results



Wine Competitions

- Prepare press release in advance
- Email results to lists
 - Customers
 - Trade
- Update trade materials and website with results
 - Make staff aware of results



Wine Competitions

- Display medals and awards
- Talk it up to everyone
- Obtain judges information and send “Thank you” to judges
- Send samples of top wines to key opinion influencers

