

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



# New York Wine & Grape Foundation

## Wine Competitions

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R·I·T



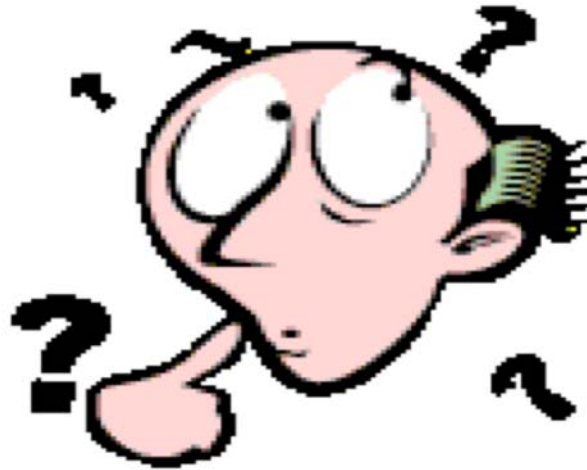
# *Wine Competitions*

- 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

