



2010

October 22 - 24
Holiday Inn | North Hills, PA

Registration Deadline
September 24, 2010

The American Wine Society
7962 Gallowae Ct.
Mentor, Ohio 44060





The American Wine Society (AWS) invites your commercial winery to compete in the 2010 AWS Commercial Wine Competition being held on October 22–24, 2010 at the Holiday Inn North Hills near Pittsburgh, Pennsylvania. This Commercial Competition has been called one of the toughest wine competitions in North America, and winning a medal from the American Wine Society is an incredible marketing tool for your winery.

2010 continues to be a challenging environment for all in the wine industry. Consumers are still very conservative regarding wines they choose. They seek indicators of quality to justify their purchases. One such indicator of quality is wines that have been entered in competition and have won national awards. Wine Industry leaders know that AWS is dedicated to excellence in wine education for consumers and those seeking to be wine judges.

Our AWS Commercial Wine Competition requires the strictest of criteria and the certified judges who have participated in this prestigious competition have completed a rigorous 3 level course over a minimum of 4 year period of time. This intense curriculum includes a disciplined approach to wine fault identification, chemical analysis, winery operations, viticulture, wine history and appreciation and of course, extensive wine evaluation and rating. An AWS Wine Judge Training student may only fail one annual exam, and therefore many who judge competitions throughout North America, would not qualify to become an AWS Wine Judge. In past years 'guest' judges from wineries and throughout the wine industry have made up to 20% of our judging staff. In 2009, every judge on the panel was an AWS Wine Judge. We hope to continue this high level of excellence. Thus we encourage you to enter your wines in the 2010 AWS Commercial Wine Competition:

- Your entry will indicate to your patrons that your wines are valuable and distinguished among (both nationally and internationally).
- Press Releases will be issued acknowledging your award winning wines. Individual bottle stickers are available for purchase to further market your success to consumers.
- Your award winning wines will be published in *The Wine Journal* magazine—distributed to wine enthusiasts and aficionados throughout North America. It will appear as a removable marketing piece to encourage consumers to bring it along to their wine store for purchasing assistance.

We look forward to receiving your wine entries this year. Now, with an abundance of wines available locally, nationally, and internationally, recognizing quality for dollars spent really does matter.

Ed Boyd, Jim Sperk, and Leigh Ann Casarona
Co-Chairpersons American Wine Society Commercial and Amateur Wine Competitions

Phone: Leigh Ann or Jim—440.266.0394
Email: competitions@americanwinesociety.org

Wine Classifications

Class 1—Red Vinifera

- (A) Varietals
- (B) Non-Varietals

Class 2—White Vinifera

- (A) Varietals
- (B) Non-Varietals

Class 3—Red Hybrid

- (A) Varietals
- (B) Non-Varietals

Class 4—White Hybrid

- (A) Varietals
- (B) Non-Varietals

Class 5—Red Native

- (A) Varietals
- (B) Non-Varietals

Class 6—White Native

- (A) Varietals
- (B) Non-Varietals

Class 7—Rose /Blush

- (A) Varietals
- (B) Non-Varietals

Class 8—Fruit

- (A) Varietals
- (B) Non-Varietals

Class 9—Sparkling

- (A) Varietals
- (B) Non-Varietals

Class 10—Dessert

- (A) Varietals
- (B) Non-Varietals

Class 11—Interspecific Blends

Any blend of two or more species of the genus *vitis*, i.e. *Vinifera*, native, and/or the French/American hybrids.

If the blend meets the TTB requirement of 75% for varietal labeling, the entrant has the option to place the wine in this classification.

- (A) Varietals
- (B) Non-Varietals

Scoring and Awards

1. All wine categories may be presented the following awards: Double Gold, Gold, Silver and Bronze
2. The judging will be done in a blind-tasting.
3. The judging panels will be made up of American Wine Society certified judges and industry professionals.
4. Winners will be made public at the AWS National Conference on November 13, 2010 at the Hyatt Regency Hotel in Cincinnati, Ohio
5. A prepared list of all winners will be mailed to all participants in early December, and results will also be posted at that time on the AWS website: www.americanwinesociety.org.
6. Medals will be distributed to all winners in December.
7. Media releases will be issued for award winning wines.

ENTRY # _____ Category # _____
(to be filled by AWS) (refer to Wine Classifications list)

Wine Name _____

Vintage Year _____ Non-Vintage ≤ Alcohol % _____ Residual Sugar % _____

Composition _____

ENTRY # _____ Category # _____
(to be filled by AWS) (refer to Wine Classifications list)

Wine Name _____

Vintage Year _____ Non-Vintage ≤ Alcohol % _____ Residual Sugar % _____

Composition _____

ENTRY # _____ Category # _____
(to be filled by AWS) (refer to Wine Classifications list)

Wine Name _____

Vintage Year _____ Non-Vintage ≤ Alcohol % _____ Residual Sugar % _____

Composition _____

ENTRY # _____ Category # _____
(to be filled by AWS) (refer to Wine Classifications list)

Wine Name _____

Vintage Year _____ Non-Vintage ≤ Alcohol % _____ Residual Sugar % _____

Composition _____

ENTRY # _____ Category # _____
(to be filled by AWS) (refer to Wine Classifications list)

Wine Name _____

Vintage Year _____ Non-Vintage ≤ Alcohol % _____ Residual Sugar % _____

Composition _____



Rules and Information

1. The competition is open to all wineries, distributors and importers.
2. The fee is \$65.00 per entry.
3. Each winery is limited to 24 entries.
4. Wineries, distributors, and importers donating wines for various conference functions are permitted two (2) "no fee" entries for each case of wine donated, up to a total of twelve (12) "no fee" entries (i.e. six donated cases equals 12 "no fee" entries.*) Additional entries may be made at the standard entry fee of \$65.00 per entry, but the combined total may not exceed 24 entries.
5. Each entry requires two (2) bottles of wine. If possible, please send a corresponding label for each entry.
6. Please read shipping information carefully.
7. The committee will make every effort to insure that the wines are properly stored in a controlled environment prior to the competition and properly served to the judges during the competition.
8. The competition committee reserves the right to make any changes it may deem necessary.
9. The results of the competition will be published in an upcoming edition of *The Wine Journal* magazine.

440.266.0394 (Jim Sperk)

If you are interested in donating wines for the conference please contact:

Tom Wallman
937.416.7001
tkwallman@yahoo.com

Registration

Please note! New this year – online registration! We encourage all participants to utilize this easier method to register. As an added incentive, there will be an ‘early bird’ discount of \$5 for registrations received prior to September 1st.

Please fill out the entry form as completely as possible. Include the name of the winery, distributor or importer and a complete mailing address. Also provide a phone number with area code along with the name and title of the individual to contact at the winery in case questions, errors or shipping problems arise.

Include the name of the wine entered and the vintage year. If non-vintage wine, please check the box provided.

Percent alcohol and residual sugar percentage should be provided. The composition should include only the top three varietals in a blend.

Entry forms must be submitted by October 9, 2010. Forms are available online at americanwinesociety.org Check or money order should be made payable to American Wine Society. VISA, MasterCard, American Express and Discover cards are also accepted.

If entries cannot possibly be made online, they may be mailed to:

AWS Commercial Wine Competition
7962 Gallowae Ct.
Mentor, Ohio 44060

Competition Inquiries:
440.266.0394 (jim Sperk) or
competitions@americanwinesociety.org

Shipping

The wines should be shipped to arrive in Warrendale, Pennsylvania between September 1 and October 9, 2010. This allows ample time to verify that the proper wines have been shipped and allows time to reship any wines that may have been shipped in error or damaged in transit. Shipping and import duty costs are the sole responsibility of the entrant. We cannot assume costs related to shipping errors, import taxes, duties or freight charges.

NOTE: BOXES MUST ALSO BE MARKED FOR “INSIDE DELIVERY” AND AS “SAMPLES FOR EVALUATION ONLY”.

Ship to: American Wine Society
Commercial Wine Competition

INSIDE DELIVERY UNIT 3126
c/o The Lockup Storage Center
922 Brush Creek Road
Warrendale, PA 15086
Phone: 724.742.9996

Official Entry Form

2010 AWS Commercial Wine Competition

Return this page with your entry fee payment. Make additional copies if needed. *Entry form can be downloaded from the AWS website: www.americanwinesociety.org.*

Winery /Distributor/Importer _____

Contact Name _____

Address _____

City _____ State/Province _____ Zip _____

Phone () _____ Fax () _____

Email _____

Will you be donating wines to the conference? ≤Yes ≤No

If donating wines, please indicate the total number of donations (cases) _____

(For “no fee” entry guidelines when donating wines, please refer to the “Rules and Information” section)

METHOD OF PAYMENT

Check/Money Order Visa Mastercard American Express Discover

Account No. _____ Exp. Date _____

Cardholder's Signature _____

ENTRY

(to be filled by AWS)

Category # _____

(refer to Wine Classifications list)

Wine Name _____

Vintage Year _____ Non-Vintage ≤ Alcohol % _____ Residual Sugar % _____

Composition _____

ENTRY

(to be filled by AWS)

Category # _____

(refer to Wine Classifications list)

Wine Name _____

Vintage Year _____ Non-Vintage ≤ Alcohol % _____ Residual Sugar % _____

Composition _____