



Competition Purpose:

For the wineries: To get noticed by top U.S. Wine Buyers who control purchasing for major supermarkets, specialty wine shops, restaurants, airlines, and other retail distribution points.

This competition could save wineries thousands of dollars and hundreds of hours trying to gain access to real decision makers.

For Professional Wine Buyers: To provide them with an opportunity to taste and evaluate wines they are not familiar with in order to identify wines their customers will enjoy without the pressure of being in front of a winery representative. A very efficient way to taste a lot of wines.

The competition is being produced by Wine Competition Management LLC, the producers of the highly successful National Women's Wine Competition and the International Green Wine Competition.

PLEASE NOTE: U.S. entry fees apply to U.S. based importers and distributors of international wines

- **Entry Fee:** \$75 per wine - \$65 Early Bird fee before September 30 2009.
- **Entry Deadline:** January 5, 2010
- **Wines Shipped:** Now through January 10, 2010
- **Entries close January 5** (no exceptions).
- **Judging Will Be Held: January 18, 2010 in Santa Rosa, CA**
- **Winners will be announced: February 15, 2010**
- **Medals are hand-cast; winners, please allow up to 90 days to receive your medals.**

The U.S. Professional Wine Buyers' Competition

Produced by Wine Competition Management LLC
Because Great Wines Deserve Special Recognition™
1055 W. College Ave. #474 • Santa Rosa, CA 95401
707-568-3900 • 707-525-2785 FAX

International Entries

U.S. and International entry fees are the same, however, the producers reserve the right to bill you for any additional shipping charges (and taxes imposed by U.S. Customs) we incur from the port of entry to our competition from your carrier. **PLEASE NOTE – Additional charges do not apply to U.S. importers and distributors of international wines.**

PLEASE USE UPS OR FEDEX OR ANOTHER CARRIER.

WE DO NOT ACCEPT DHL SHIPMENTS.

PLEASE TURN TO PAGE 8 FOR DETAILS ON DIRECT SHIPMENT of INTERNATIONAL WINES from outside the U.S.

An entry consists of your four (4) 750 ml bottles of your wine (or six [6] 375 ml bottles) delivered to Sonoma Storage Emporium no later than February 29, 2008.

SHIPPING WINE

US SHIPMENTS -- You may ship your wines at any time, weather permitting, to:

Send 4 (10 if participating in Tasting) bottles (6 or 12 if participating in Tasting if 375 ml) to:

**Pro Wine Buyer's Competition
C/O Sonoma Storage Emporium
4201 Santa Rosa Avenue
Santa Rosa, CA 95407**

Sonoma Storage Emporium Contact Info

Phone: 707-206-9400

Toll-Free: 888-429-1776

Fax: 707-206-9200

E-mail: sonomastorage@gmail.com

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JUDGES

The U.S. Pro Wine Buyers Competition is the first and only national U.S. wine competition judged solely by leading professional wine buyers. Leading buyers in America judged the 2008 competition, including:

- Whole Foods
- Pearson's, Washington, D.C.
- Bon Vivant Wine Co., Inc., Greater Boston Area
- Oliver's Market, Santa Rosa, CA
- Playboy Mansion West, Los Angeles
- Plump Jack Group, Wine Buyer

Please check www.prowinecomp.info for updates on organizations that will be sending buyers to judge.

HOW WE JUDGE

The U.S. Professional Wine Buyers Competition is judged to the highest standards under the direction of Head Judge Rebecca Murphy, founder of the Dallas Morning News Wine Competition (www.dallaswinecomp.com).

Ms. Murphy, who is pursuing her M.W., is one of the most highly respected experts on wine competitions in the United States. We are honored to have her leadership. Under her direction:

- The judging will be conducted by panels of qualified tasters who are also wine buyers for specialty shops, super markets, restaurants, airlines, etc.
- All wines are judged “blind,” that is, the judges do not see the labels or know the price or producer in the competition.
- The judging will be held in Santa Rosa, California.
- When there are fewer than three entries per category, the wines may be judged in different categories. Any placement in, or removal from a category will be at the discretion of the head judge. Judging

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by vintage, price, region, etc. will be at the discretion of the head judge.

- If the judges are faced with an obviously flawed bottle of wine, no more than one additional bottle of the same entry will be opened and tasted.
- At the discretion of the white wine judging panels, the head judge may have the wines checked by a professional lab for residual sugar. White wines entered in “dry” categories must contain less than 0.3% residual sugar. Wines with more than 0.3% must have the percent listed on the entry form.
- Awards will be given on a merit basis. The judges are instructed to grant no awards when, in their opinion, the wines are unworthy, and they are empowered to grant duplicate awards if the quality of wines so merits.

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WHO MAY ENTER THE COMPETITION

The U.S. Professional Winebuyers' Competition is open to any commercial winery or distributor in the world. All wines submitted must be generally available to the buying public through traditional retail or internet channels.

Internet and Printed Results

Medal results for medal winners only will be posted at www.prowinebuyerscomp.com and released to the wine media and industry on or before February 15, 2010.

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ENTRY RULES

U.S. AND INTERNATIONAL WINES ACCEPTED

Table, sparkling, fortified, fruit and specialty wines produced in any of the wine producing regions of the world that meet the applicable legal requirements for sale in the United States are eligible for entry.

All wines entered into this competition must be generally available for purchase either in restaurants, retail settings, or online.

Entries must be listed on the official entry form, either directly online or downloaded from this web site.

When using the paper form, please complete the entire form and sign at the bottom of the page to certify that the statements on the form are correct. Failure to complete the form properly may result in disqualification. We do not refund fees for disqualified wines.

An official entry shall consist of four (4) bottles, each bottle no less than 750 ml. or more than 32 oz. in volume.

An official entry of wines, such as dessert wines, that are bottled only in 375 ml. bottles will consist of six (6) bottles, each no less than 375 ml.

Include a digital copy of the label for each entry in the online entry form, or one label or a copy of a label for each entry with the paper entry form.

Any wine that is delivered to the competition without a full and proper label will be disqualified from the judging. We will not accept wines with laboratory, temporary, photocopied or altered labels, and your entry fee will not be refunded.

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Please specify on the entry form how many gallons of a specific wine were produced. This information will be listed on the winners results that will be mailed to U.S. wine buyers.

U. S. WINE SHIPMENT

Wines may be shipped immediately to: Please ship wines to our completely secure, CLIMATE-CONTROLLED storage facility.

Professional Wine Buyers' Competition 2008
c/oSonoma Storage Emporium
4201 Santa Rosa Ave
Santa Rosa, CA 95407

Deliveries are accepted from 9 AM to 5 PM M-F.
If you are hand-delivering your shipment, please call ahead and advice Sonoma Storage staff. Sonoma Storage 707-206-9400.

VERY IMPORTANT

ADDRESS shipments to Professional Wine Buyers' Competition
MARK ALL SIDES with PRO WINE COMPETITION
Enclose a copy of your entry with your shipment

SHIP EARLY! We check in wine every day and if there's a problem, we need time to call (example: the vintage you send doesn't match your entry. We judge what we receive. Another example: you forget to send your wine. We need time to make sure we get your wine.)

Sonoma Storage Emporium is the official storage facility of Wine Competition Management and its competitions. However, they are independently owned and operated. **If you have questions about the shipping OR the competition CALL THE COMPETITION at 707-568-3900 or email info@prowinebuyerscomp.info. We will respond by phone or email within 24 hours.**

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LATE ENTRIES

Entries Received After January 5, 2010, if accepted, will require a \$95 entry fee, no online discount.

PAYMENT OF FEES

- Fees may be paid by check, money order, or online using Visa/MasterCard/American Express.
- International Bank Transfers also accepted. See International Instructions for details.
- You may mail your entry form and check or Visa/MasterCard information to:
NWWC
1055 West College Avenue, #474
Santa Rosa, CA
- You may **FAX** your entry form and Visa/MasterCard information to **707-525-2785**

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