

THE SEVENTH ANNUAL SOMMELIER-JUDGED
VERITAGEMIAMI

PRESENTED BY  City National Bank
Bci FINANCIAL GROUP



MONDAY, DECEMBER 4, 2017

CALL FOR ENTRIES

Entry Deadline: Wednesday, November 15, 2017

HOSTED BY



JOHNSON & WALES
UNIVERSITY

BENEFITING



WELCOME TO THE SEVENTH BEST IN GLASS WINE CHALLENGE DECEMBER 4, 2017



I am pleased to invite you to participate in the seventh annual Best in Glass Wine Challenge, an event we believe is a complete win-win for wine producers and wine lovers. If you are new to Best in Glass (BIG), here's a quick primer:

The Best in Glass Wine Challenge is unique among wine competitions: the judges are all working sommeliers and F&B managers who manage

wine lists of their own. In the blind tasting, they know only the wholesale price of the wines they are tasting, and judge those wines for their interest and marketability by-the-glass. In other words, the judges are auditioning wines for inclusion on a by-the-glass list and they are considering the wines in real world conditions: is this a wine I can sell? Is this a wine my audience will embrace?

The select group of wines that earn a gold medal (we estimate no more than 25) in the blind judging will be paired with the best area restaurants at an exclusive VeritageMiami Trustee Tasting for 500 people to be held in spring, 2018. All the gold medal-winning wines will be offered for sale to attendees at this exclusive event.

Having one of your wines win a gold medal at Best in Glass carries some powerful marketing advantages through exposure to the sommelier community, features in print ads and on the VeritageMiami website and in an extensive email campaign. The availability of your wine at the Trustee Tasting provides direct access to more than 500 opinion leaders who are active wine buyers in the community.

The only cost to you is four bottles of wine for your entry, and then participation in the Trustee Tasting should one or more of your wines win a gold medal. The most significant requirement for entry is that all wines submitted must have a South Florida distributor and be available in enough quantity that, should you win a gold medal, you are able to place the wine in one or more restaurants by the glass. Other rules and considerations are listed on the attached entry form. We plan to cap this year's entries at 250 wines. We will notify you within 10 days of the blind tasting in December how your wine(s) fared. Because the tasting is just a few months away, your immediate registration is important to make it into the group of 250 wines considered in the judging.

I invite you to be part of this great cause and this wonderful event and I look forward to seeing your wines at the Best in Glass Wine Challenge.

- Lyn Farmer, director, VeritageMiami

JUDGING AND CATEGORIES



We are honored to count on many of South Florida's top sommeliers and beverage managers, including:

Hakan Balkuvvar, The Setai
Ian Beglau, Toro Toro at InterContinental Miami
Amanda Fraga, The Genuine Hospitality Group
Brian Grandison, Hakkasan at the Fontainebleau Miami Beach
Kirsta Grauberger, Market 17
Amanda Joffe, Uvaggio Wine Bar
Joel Mesa, Bulla Gastrobar and Pisco y Nazca
Daniel Rosenstrauch, No Name Chinese
Jen Schmitt, Upland
Jennifer Wagoner, Michael Mina Group

The judges will gather on December 4, 2017 for a day of tasting and consideration before selecting the top wines for gold medals. Only then will the brown bags be removed and the judges will know the wine brand and provenance.

The categories of the blind tasting are organized as they might be on a wine list, grouped by price, variety and style. Within broadly based categories, there will still be subdivisions dictated by our maximum of eight wines per flight, so in entering your wine(s), consider these categories mainly as a guideline.

Wholesale price categories (for a standard 750ml bottle):

- A - Up to \$9.99
- B - \$10.00 - \$14.99
- C - \$15.00 - \$20.00
- D - \$20.01 - \$40.00 (restricted to sparkling wines)

No wine with a wholesale cost of more than \$20.00 per bottle will be considered as these are not viable contenders for most by-the-glass lists. The sole exception to this is Champagne and other sparkling wines, which may be entered with wholesale cost up to \$40.00. We welcome fortified wines and sweet wines providing they fall into the above-noted price categories.

Please note: Should you win a gold medal in the Best in Glass Wine Challenge, you agree to staff a booth and provide wine for the Trustee Tasting – for this event we estimate you will need a maximum of two cases (24 x 750ml bottles) of each of your winning wines and you may take back any wine not poured at the event. We will also coordinate with your distributor to offer the gold medal winning wines for sale.

KEY DATES

SEPTEMBER 25, 2017 – Entries' submission opens online

NOVEMBER 15, 2017 – Deadline for entry submission and delivery of all samples (4 bottles for each entry)

DECEMBER 4, 2017 – BIG Wine Challenge judging at Johnson & Wales University

DECEMBER 11, 2017 – Announcement of medal winners on VeritageMiami website, certified results sent to winning wineries

SPRING 2018 – Trustee Tasting

CONTACT / ORGANIZER INFORMATION

Lyn Farmer | tastings@gmail.com
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Manny Ornano | vino@veritagemiami.com
305.646.7036

ELIGIBILITY AND RULES

The Best in Glass Wine Challenge is open to all wines that have a South Florida distributor and meet the price categories and availability guidelines.

- At the request of the judges, the competition will not accept wines made from fruit other than grapes, nor will the judges consider wines with added non-grape flavors
- Each entry must include four (4) 750ml bottles of the submitted wine. Dessert wines are the only exception and may be submitted in 375ml or 500ml bottles. The pro-rata wholesale price guidelines still apply – maximum price is \$20 per 750ml of wine
- Wines must be distributed in the South Florida market at the time of the blind tasting, and must be available for retail at the Trustee Tasting in spring, 2018 (we will have a retail license for this event and will purchase the wines from your distributor)
- Our price categories are set by the sommelier-judges to include wines they will realistically consider for purchase. Submitted wines must fit in one of the four defined wholesale price categories and the entry form must include the wholesale price at which you will offer the wine for by-the-glass placement
- There is no limit on the number of wines a winery or distributor may submit however, we may close entries if we receive too many to judge properly in the time allotted

Wines must be received at United Way of Miami-Dade by Wednesday, November 15, 2017.

Delivery of all wines to:

Manny Ornano
BIG Wine Challenge
VeritageMiami
3250 Southwest Third Avenue
Miami, FL 33129-2712



VERITAGEMAMI IS PROUD TO PARTNER WITH JOHNSON & WALES UNIVERSITY

Johnson & Wales University has supported United Way of Miami-Dade in many ways since the campus opened in 1992. Students have historically supported VeritageMiami by contributing their time and talent at various events. In 2016 alone, more than 200 students lent their skills across the four-day gathering, contributing more than 1,500 community service hours in service to United Way. VeritageMiami supports the university's efforts to teach students about global citizenship, community building and problem solving.

Founded in 1914, Johnson & Wales University is a private, nonprofit, accredited institution with more than 15,000 graduate, undergraduate and online students at its four campuses in Providence, R.I.; North Miami, Fla.; Denver, Colo.; and Charlotte, N.C. An innovative educational leader, the university offers degree programs in arts and sciences, business, culinary arts, design and engineering, education, health and wellness, hospitality, nutrition and physician assistant studies. The university's impact is global, with alumni from 123 countries pursuing careers worldwide. For more information, visit jwu.edu.