

THE SIXTH ANNUAL SOMMELIER-JUDGED
VERITAGEMIAMI

PRESENTED BY  City National Bank
Bci FINANCIAL GROUP



MAY 15 - 16, 2016

CALL FOR ENTRIES

Entry Deadline: Friday, April 15, 2016

HOSTED BY



BENEFITING



WELCOME TO THE SIXTH BEST IN GLASS WINE CHALLENGE MAY 15 - 16, 2016

I am pleased to invite you to participate in The Sixth 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: BIG is a wine competition (and we all know how many of those exist around the country) but I think you will find this one is unique in several ways: There is no fee to participate, all of the judges are working sommeliers or F&B managers, and the wines that win medals in the challenge have a good chance of ending up as by-the-glass selections on some of South Florida's most coveted wine lists.



In the past, Best in Glass judging took place in January; this year, we are moving it to May both to line up with some of the events of VeritageMiami in October, and to make the timing easier on our judges by moving it out of high season. All the judges in Best in Glass are actively working in the South Florida on-premise wine trade. These sommeliers and their colleagues are the wine decision makers, and they pledge to put winning wines at Best in Glass on their by-the-glass list. In addition to the restaurants represented by the sommelier judges, many other restaurants also participate in "Best in Glass Month" in September as we build toward the annual VeritageMiami, October 5 - 9, 2016. In its 21st year, this event draws thousands of wine and food enthusiasts and has raised millions to support United Way of Miami-Dade's work in education, financial stability and health.

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

- Lyn Farmer, director, VeritageMiami

JUDGING AND CATEGORIES

The basic concept is simple: a series of blind tastings is held and judges award the top wines a gold or silver medal. Nothing unusual there, except that at the Best in Glass Wine Challenge the aim is to choose wines that work well (by both price and quality) in a by-the-glass environment, and only working sommeliers at South Florida's top restaurants are eligible to be judges. They are tasting wines and evaluating them by whether they would put them on their by-the-glass list.

We are honored to count many of South Florida's top sommeliers and beverage managers among our 25 judges, including:

W. Ian Beglau, Toro Toro at InterContinental Miami
Tim Bubar, Marion
Don Derocher, Lobster Bar Sea Grille
Amanda Fraga, Michael's Genuine Food & Drink
Brian Grandison, Hakkasan at the Fontainebleau Miami Beach
Kirsta Grauberger, Market 17
Eric Larkee, The Genuine Hospitality Group
Jorge Mendoza, The Ritz-Carlton Key Biscayne, Miami
Zarko Stankovik, Faena
Daniel Toral, The 50 Eggs Group
Jennifer Wagoner, Stripsteak and Michael Mina 74 at the Fontainebleau Miami Beach

The Best in Glass Wine Challenge is a competition designed to evaluate wines offered in restaurants by the glass, and our entry categories are based on that concept. The categories are organized as one might find on a wine list rather than the straight varietal listing expected in a retail environment. The judges are given basic information on the wines including Old World/New World, vintage, and when appropriate, varietal composition. The judges taste wines in flights of similar wines, grouped by price category as well as variety/style.

Within broadly based categories, there will still be subdivisions dictated by our maximum of eight wines per flight so consider these categories mainly as a guideline.

White Wine

- Champagne (including rosé Champagne)
- Sparkling wine (all colors and composition, excepting Champagne)
- Crisp, dry and light bodied whites
- Aromatic, fruity and medium bodied dry whites
- Full-bodied, rich whites

Rosé Wine

- Dry still rosé

Red Wine

- Light, easy drinking reds with little or no oak
- Medium bodied, soft and/or fruity reds (i.e. Cru Beaujolais, Barbera, many Tempranillo and Sangiovese)
- Pinot Noir
- Bordeaux varietals and blends (i.e. Cabernet, Merlot, Malbec)
- Rhone varietals and blends, including Syrah (i.e. Syrah, Shiraz, GSM blends)
- Big, powerful reds (i.e. Zinfandel, Brunello, Barolo, Amarone)

Fortified Wines & Dessert Wines

BE A 2016 BIG WINE CHALLENGE MEDAL WINNER



Throughout 2016, the Best in Glass Wine Challenge will implement a promotional campaign featuring gold and silver medal-winning wines. Dozens of restaurants will take part, medal-winning wines are recognized at two gala celebrations and best of all, thousands of wine lovers will be introduced to your best wines.

BY ENTERING YOUR WINE AND WINNING YOUR CATEGORY, YOU WILL EARN:

- Recognition as a medalist at the VeritageMiami Interactive Dinner and other weekend events in October, 2016.
- Listing in VeritageMiami's extensive media campaign, including VeritageMiami-related print, online, advertising and social media, as well as on websites and in social media by participating restaurants.
- The opportunity to be featured on the by-the-glass list of participating restaurants during "Best in Glass Month," September 9 – October 9.
- Recognition as a featured wine at the JWU Zest™ Awards presented by Johnson & Wales University in March 2017.

MEDIA COVERAGE FOR WINERIES

In May, the medal winners of the competition will be announced in a news release and distributed to traditional, online and social networking outlets throughout the area. Award winners will be showcased on a grand scale through the VeritageMiami website, Miami Herald/el Nuevo Herald food and wine sections, and other local and national distribution channels. As an added value, select media will be invited to cover the two days of the BIG Wine Challenge.

MONTH-LONG PROMOTION

Gold medal wines will be eligible to be featured on the by-the-glass lists of dozens of participating restaurants during "Best in Glass Month", September 9 - October 9. Each participating restaurant pledges to select at least two of the gold medal-winning wines to feature on their wine lists, with many restaurants choosing more than two wines. Here, with the strong sales support of your South Florida distributor, you can have your winning wines chosen by the restaurants and featured on their by-the-glass lists. Gold medal-winning wines will be featured at the Interactive Dinner and other VeritageMiami events in October 2016 and at the JWU Zest™ Awards in March 2017. The Zest™ Awards bring together more than 100 of South Florida's leading food and beverage professionals. The event is widely publicized and a great showcase for the medal-winning wines.

Silver medal-winning wines will be featured throughout VeritageMiami events in October. These wines are also eligible for "Best in Glass Month."

KEY DATES

FEBRUARY 15 – Entries' submission opens online

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

MAY 15 – 16 – BIG Wine Challenge judging at Johnson & Wales University

MAY 23 – Announcement of medal winners on VeritageMiami website, certified results sent to winning wineries

JULY 1 – Publicity campaign kicks off

JULY 29 – Deadline for medal-winning wines to arrive for featuring at the VeritageMiami Interactive Dinner and other weekend events in October 2016

SEPTEMBER 9 - OCTOBER 9 – "Best in Glass Month" at participating restaurants

OCTOBER 5 – 9 – VeritageMiami

MARCH 2017 – Johnson & Wales ZEST™ Awards

CONTACT / ORGANIZER INFORMATION

Lyn Farmer | email: tastings@gmail.com
cell: 305.968.7976

Manny Ornano | email: vino@veritagemiami.com
office: 305.646.7036

GUIDELINES FOR ENTERING THE BIG WINE CHALLENGE

Determine the wines you wish to enter at specific wholesale price points. The wholesale price categories used in the judging are:

- A. Under \$10 per bottle
- B. \$10.01 - \$14.99
- C. \$15.00 - \$20.00
- D. **Champagne Only:** Wholesale price up to \$35.00

- Determine the category for each wine entered. The competition reserves the right to re-classify wine entries in the event a category does not have a sufficient number of entries.
- Complete entry form online at VeritageMiami.com or print, scan and submit as a PDF email attachment to vino@veritagemiami.com. All entry forms must be complete.

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 below:

- 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 750ml bottles of the submitted wine. Dessert wines are the only exception, and may be submitted in 375ml bottles.
- Wines must be available in the South Florida market at the time of "Best In Glass Month" (September 9 - October 9) – be sure to submit the vintage that will be available during that period and assure a sufficient quantity will be available for distribution. Wines without guaranteed availability to participating restaurants will be disqualified.
- Our price categories have been set by the sommelier judges to include wines they will realistically consider for purchase. Wines must meet one of the four wholesale price categories, and the entry form must include the wholesale price (not the category) for restaurant use.
- There is no limit on the number of wines a winery or distributor may submit, but each wine may be entered only once and in a single category.

VERITAGEMIAMIS 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 2015 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.

MEDAL WINNERS:

Gold medal winners agree to supply a case of twelve 750ml bottles of their winning wines for inclusion in VeritageMiami and the JWU ZEST™ Awards.

Silver medal winners agree to supply six 750ml bottles of their winning wines for inclusion in VeritageMiami.

Wines must be received at United Way of Miami-Dade by July 12 to be included in print and broadcast media and events surrounding the awards. Wines not received by this date will forfeit their medal and eligibility for inclusion on the wine lists of participating restaurants.

Delivery of all wines to:
Manny Ornano
BIG Wine Challenge
VeritageMiami
3250 Southwest Third Avenue
Miami, FL 33129-2712