



Dear Virginia Wineries,

In partnership with the Virginia Wine Board and the Virginia Vineyards Association, we are pleased to announce major changes to the Virginia Wineries Association's Governor's Cup competition. The white and red competitions have been combined into a single event, with judging to be held in January 2012. Jay Youmans, one of only 31 Masters of Wine in the US, will be coordinating the competition. Mr. Youmans will be recruiting judges for the two rounds of competition. Look for more information on Jay Youmans, the methodology, and the judges at [www.vawine.org](http://www.vawine.org). An exciting new feature of the competition is the educational component. After the competition has concluded, **tasting notes will be provided to the wineries** and Mr. Youmans will lead regional educational forums for the winemakers.

Our goal for the Governor's Cup is to offer Virginia wineries the opportunity to gain greater visibility in the regional and national press and as well as new marketing opportunities. Therefore, another added component to the enhanced competition is significantly expanded marketing dedicated to the Governor's Cup Case winners. We want to continue to raise awareness that Virginia wines are on par with the best wines produced in the U.S. today.

Here are a few other changes and reminders:

1. Wines and ciders submitted to the competition must be made with **100% Virginia fruit**. By signing the entry form, a winery certifies that their entries meet this criterion.
2. Fruit wines & ciders may be entered in the Governor's Cup competition; however, they are not eligible to be included in the Governor's Cup Case.
3. There is a **40 case minimum to enter** the Governor's Cup. This means that the winery must have 40 cases of the wine available for retail sales at the time of entry.
4. All wineries that produce a wine that makes the Governor's Cup Case, the top 12 wines, will agree to sell 10 cases of that wine at \$200 per case to be used for marketing purposes.
5. The **winners** of the Governor's Cup Case agree to pour the award winning wine during the Gala Event on February 23, 2012.
6. The **winner** of the Governor's Cup agrees to register for a booth and attend the 2012 Virginia Wine Expo.
7. **All vintage wines submitted must be vintage year 2007 or younger.**
8. For each wine, 4 -750ml bottles (or equivalent) and 5-375ml bottles of dessert wine must be submitted.
9. Send **wines** with a **copy of the entry form to Virginia Imports**. **Mark boxes "for analysis only – not for resale"**. Detailed mailing information is at the bottom of the entry form. Wine should be submitted between **January 3 – 13, 2012**. **No deliveries will be accepted on Saturdays or Sundays. Any entry that is received after January 13, 2012 will be rejected.**
10. Any wine that is delivered to the competition without a full and proper label will be disqualified from the judging. Please do not send wines with laboratory, temporary, photocopied or altered labels.
11. Send the **entry form with the check to the VWA office in Richmond**.
12. **Source of grapes will be collected** – please include Vineyard name and location for each varietal in the wine blend.
13. **VWA is permitted to use and collect the data provided on the entry form.**
14. Wineries may enter as many wines as they like.

The Governor's Cup will be awarded at the VWA Governor's Cup Gala, as part of the kick-off celebration of the Virginia Wine Expo, on Thursday, February 23rd.

As part of the changes of the competition, **the fee structure has changed**. The entry fee for all wines will be \$80 per wine. Wines that were entered in the 2011 Governor's Cup White Wines competition will be permitted to enter the 2012 competition at **NO CHARGE**. Additionally, any wine that has been CQA-approved will be permitted to enter the competition at **NO CHARGE**.

Please feel free to contact the VWA office if you have any questions.

We look forward to your participation this year. Best of Luck to all!

VWA Governor's Cup Committee