

Calling all Virginia Winemakers and Cidermakers!

We invite you to enter your wines and ciders in the Virginia Wineries Association’s Governor’s Cup**®** Competition. For over 4 decades, this competition has recognized the highest quality wines Virginia has to offer. VWA staff will again be managing the competition entries, data processing, and results. Master of Wine Jay Youmans is coordinating the judging for the competition. We are grateful for the continued partial support from the Virginia Wine Board to make this a premier, one-of-a-kind competition to recognize, reward and promote Virginia’s wines & ciders.

The Mission of the Governor’s Cup Competition is to promote diversity and commercial availability of Virginia wines from all regions. With this in mind, there is no limit to the number of 100% Virginia wines and ciders (meaning fruit, wine, concentrates and fortifiers must be 100% Virginia grown and **100% of mead’s base agricultural product, honey, must be from Virginia**), vintage **2016** or younger you may enter.

To make the case more representative of all Virginia wines, if the case does not include 1/3 of the minority wine (red/white), then the case will be made to have 4 wines or 1/3 of the minority wine (red/white). Dessert wines will not be included in the ratios previously noted. The wine with the highest overall score will be the Governor’s Cup® Winner, although a wine with 3% residual sugar or greater is no longer eligible to win the Cup. As always, we will not disclose scores or ranking of wines, so only medals awarded, and case winners will be disclosed.

The additional half day of judging exclusively for ciders will continue in 2023. Judges more familiar with cider will judge those entries. The Best in Show Cider Award will be revealed and will receive additional recognition and promotion along with all ciders entered in the Governor’s Cup Competition.

All Virginia Farm Winery licensees are encouraged to enter the competition. Entry fees for all wines and ciders are $90 each. Entries and payments must be made online unless prior arrangements have been made with VWA Staff (contact at wine@vawine.org)**.** There is a once-per-year fee administrative fee of $100 that will automatically be waived for all paid VWA Farm Winery members who are signed into their membership profile.

**Wines and ciders will be collected at a new location and for a longer period. Entries will be accepted between November 4, 2022 and December 2, 2022 at Wine & Beer Supply in Ashland**. **Please plan accordingly. Shipments and hand deliveries will be accepted Monday through Friday. Hand deliveries will be accepted with appointments made in advance with Alexander Morgan for all hand deliveries.**

As a reminder, for transparency, marketing, and promotional purposes, when entering your wine, you must supply the Brand Name (winery produced for), Wine Name, and Producer (producing winery- **no labeling DBA’s** please).

One of the most valuable and unique aspects of the Governor’s Cup**®** Competition is the education and feedback provided through tasting notes. At the conclusion of the competition, tasting notes will be emailed to the address used when entering the competition.

Entering a wine or cider into Governor’s Cup® can be a great tool to increase public awareness, as **80%** of the products the Virginia Wine Marketing Office uses for promotional events come from the Governor’s Cup® medal list. Winning a medal, being in the Case, and being awarded the Governor’s Cup® are all validation for the hard work you do throughout the year.

The Wine Marketing Office is hosting an in-person Governor’s Cup Celebration on February 23rd. The Celebration will be an exclusive ticketed event open to the public. *Look for more details coming soon.* The Wine Marketing Office and the VWA are working together on initiatives to promote and celebrate the Governor’s Cup medaling wines. Among these will be:

* Partnering with the Jimmy V Foundation on the Governor’s Cup Celebration
* The Gold Medal Wine Trail with year-round marketing support
* A trade and media tasting of Best in Show Cider and the 12 case wines with winemakers

With an earlier submittal window, we will be able to provide results earlier. Wineries awarded a Gold Medal will be notified between January 27th and February 1st. Please have your point of contact who entered the wine available to provide information about the wine.

**Please review the included rules and guidelines as they have changed!** 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!

Virginia Wineries Association

**Entry Rules & Reminders**:

1. Wines must be received by Wine & Beer Supply between **November 4, 2022 and December 2, 2022.** Please plan accordingly. *Any entry that is received after* December 2, 2022, *will be rejected.*
2. Online entries are required. **We recommend using Chrome as your browser.** You may pay by credit card or e-check, visit our website at [www.vawine.org](http://www.vawine.org) and sign into your profile. **Entries are $90 per entry; mailed entries or payments will need prior approval from the VWA staff (****wine@vawine.org****).**
3. The $100 administrative fee is a once-per-year fee to accommodate the growing number of entries. This fee will be waived for all 2022 and 2023 VWA Farm Winery Member wineries in good standing.
4. Wines and ciders submitted to the competition must be made with **100% Virginia fruit, juice, wine, concentrate and fortifiers**; **100% of mead’s base agricultural product, honey, needs to be from Virginia**. You will attest to this when you enter your wine, certifying your entries meet this criterion.
5. **Be prepared with fruit sources. This information will be collected –** please include grower name and location and contact information for each fruit sourced.
6. Make sure residual sugar is entered as a percentage.
7. Dessert wines (wines with 3% residual sugar or greater) are not eligible to win the Governor’s Cup.
8. All vintage wines submitted must be vintage year **2016** or younger. *Check your vintages when entering to be sure the vintage you ship matches the vintage you entered online!*
9. There is a 50-case minimum to enter the Governor’s Cup. This means that the winery must have 50 cases of the wine available for retail sales by the time of the Governor’s Cup Reveal and are to remain commercially available until 50 cases are sold. These case minimums were set to ensure that the wines are commercially available.
10. **Send wines and ciders** with a copy of the online receipt sent as a confirmation from online entry. *Please note this will display only the first wine entered and the number of wines as attendees.* Mark boxes “For Analysis Only – Not for Resale”. Detailed mailing information is at the bottom of the entry form.
11. **Shipments and hand deliveries will be accepted Monday to Friday by Wine & Beer Supply Monday through Friday only**. Hand delivery **by appointment only** may be possible and must be **pre-arranged with Alexander Morgan at Wine & Beer Supply**.
12. 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.
13. For transparency, marketing, and promotional purposes, you must supply the Brand Name (winery produced for), Wine Name, and Producer (producing winery, no labeling DBA’S please) when entering wines.

**Governor’s Cup Case Rules & Reminders:**

1. 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. There will be a separate day of judging for ciders.
2. To increase diversity of the Governor’s Cup Case no more than 1 dessert and 1 sparkling wine will be included in the Case.
3. All wineries that produce a wine that makes the Governor’s Cup Case, will agree to sell **8** cases of that wine at **$250 per case** to be used for marketing purposes.
4. The **winners** of the Governor’s Cup Case agree to pour the award-winning wine during the Governor’s Cup Celebration (details to be released in the future).
5. Case winners are required to have a representative, preferably the winemaker, at the educational forum, held in conjunction with the VWA Annual Meeting & Conference.

VWA is permitted to use and collect the data provided on the entry form (both electronic & mailed).