



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 administration of the competition, communications, and results. Frank Morgan is coordinating the judging for the competition. **Enofile** will be the entry software collection system.

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 panel of judges exclusively for ciders will continue in 2024. 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. You will setup an account through Enofile, if you do not already have one established, register your wines online, and pay using a credit card. **Click here for the link**. Entry fees for all wines and ciders are \$100 each. Entries and payments must be made online unless prior arrangements have been made with VWA Staff, (contact at [director@vawine.org](mailto:director@vawine.org)). There is a once-per-year administrative fee of \$100 that will be waived automatically for all paid and current VWA Farm Winery members. For all non-member entrants, you will be invoiced for the administrative fee.

**Wines and ciders will again be collected at Wine & Beer Supply in Ashland. Entries will be accepted between October 16, 2023 and November 17, 2023 at Wine & Beer Supply. Please plan accordingly. Shipments and hand deliveries will be accepted Monday through Friday between 10AM and 4PM. Hand deliveries will be accepted with appointments made in advance with Alexander Morgan, (434) 981-5953, [alexander@wineandbeersupply.com](mailto:alexander@wineandbeersupply.com).**

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.

The Virginia Wine Marketing Office heavily leans on competition results for wine and cider selection in promotional events. 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 Thursday, March 7, 2024. 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:

- 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. Please have your point of contact who entered the wine available to provide information about the wine.

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