

SONOMA COUNTY HARVEST FAIR PRESENTS
2009 PROFESSIONAL WINE COMPETITION

ENTRIES CLOSE: Friday, August 28, 5:00 p.m. with entry form, labels (front & back) and entry fee included

DELIVERY: All wine for judging plus 2 cases for Awards Night must be delivered to the Sonoma County fairgrounds between 8:00 a.m. and 5:00 p.m., Tuesday, September 7 - Friday, September 11. Table selection for Awards Night is on a first come-first served basis.

New: All wineries with less than 3 entries will be required to share an 8' table.

JUDGING: Wednesday, Thursday and Friday, September 23, 24, & 25.

AWARDS NIGHT: Saturday, September 26, \$65.00 per person (\$55.00 10 or more)

ENTRY FEE: \$50.00 per entry;-\$70.00 per entry August 29 – September 8

SUBMIT WITH ENTRY BLANK: 2 complete wine labels per entry, (**front & back**) printed PDF copies accepted

ENTRY QUANTITY: 6 bottles of wine per entry * (see 3 below)

Danish System of Judging

Awards Offered per Class – (No Cash Awards Offered)

Gold Medals Silver Rosettes Bronze Rosettes

ENTRIES

1. **ELIGIBILITY.** Any wine made with grapes grown in Sonoma County, with a Sonoma County designated appellation or sub-appellation as the only region listed on the label.
2. **ALL WINES MUST BE ENTERED/OWNED BY THE EXHIBITOR.**
3. An official entry shall be considered a 750 ml bottle, with 6 bottles per entry required. If the entry is a 375 ml split, then 9 bottles shall be required. If the entry is a 1.5 liter bottle or larger, then 4 bottles shall be required. *There is no limit on the number of entries you may submit.*
4. No wine, although marketed under different labels, may be entered in more than one class per year. Entry of a wine in a preceding Harvest Fair shall not preclude it from being entered again.
5. When one company at a bonded premises conducts two or more separate producing or marketing organizations and each represents a significant amount of the company's business, such operating entities may submit separate entries under separate trade names. In this situation, there is a limit of eight entries per class. The exhibiting company must be prepared to show proof that such separate entries are distinct in terms of blend, residual sugar, appellation of origin, or other identifiable characteristics.
6. Each wine entered shall have 75 cases conforming to the sample submitted, available for purchase at the time of judging.
7. **Any wine entered in the Harvest Fair must be available for sale prior to the start of the judging.**

NOTE: The intent of rules 6 & 7 is to insure that wines submitted for entry are, in fact, produced for consumer purchase.

8. The Sonoma County Harvest Fair may, at its option, require that each wine entered for judging be certified by a qualified representative of the fair who shall satisfy himself that the sample actually represents gallons on hand, that the item is commercially available to the public, and that the lot size was originally comparable to normal for that particular type and label.
9. Wines must be on sale at the winery at the time of judging, where applicable. Prices listed per bottle on the entry blank must remain effective through the Monday following the

Harvest Fair. Retail price per bottle must be consistent with tasting room pricing.

10. Entrants not adhering to rules shall be subject to evaluation and review by the board.
11. Any winery that fails to provide the necessary wines to the Harvest Fair or pouring personnel on either Saturday or Sunday will be assessed a fee of \$150.00 per day.

JUDGING

Judging Coordinator: Bob Fraser

1. Blind judging will be done by five panels consisting of five members each.
2. Where there are less than three entries in a class, they may be judged in appropriate groups.
3. When there are more than three entries of the same variety of wine entered in a miscellaneous class, they may be judged as a separate class.
4. All wines, where applicable, must list percent residual sugar on the entry blank.
5. At the discretion of the judging panel, the fair representative will have the authority to have checked by a professional lab any wine he feels is not the proper residual sugar for the class.
6. Sonoma County Harvest Fair awards will be made on a merit basis. The judges are instructed to grant no awards when, in their opinion, wines are unworthy, and they are empowered to grant duplicate awards if the quality of the wines so merit. **Gold Medal** awards must be wines which define the varietal character in a manner only rarely encountered. **Silver** awards must show superior varietal character. **Bronze** awards must show significant, above average definition. **Double Gold** indicates a unanimous decision by the panel of judges. **BEST OF CLASS** will be selected from all gold medal winners in every class, all Best of Class winners advance to the sweepstakes round.
7. Harvest Fair will be checking with each winery to insure that all gold medal winning wines are available in quantities needed.

WINERY SCHEDULE AND INFORMATION

WINERY ITINERARY

TUESDAY, SEPTEMBER 7 thru **FRIDAY, SEPTEMBER 11**
8:00 a.m. to 5:00 p.m. daily

All wineries entering the Harvest Fair must have wine **delivered to the fairgrounds** by 5:00 p.m. Friday, September 11. Please clearly mark your property with your winery name for identification. Table selection for Awards Night is on a first come-first served basis. You may choose your pouring spot when you deliver your wine.

1. Six (6) bottles of each wine entered for judging (or 9 splits, or 4 1.5's)
2. Two (2) cases of wine to pour at Awards Night. This must consist of entered wine only. Mixed cases, your choice, are allowed. This is a total of 2 cases, not 2 cases each wine.
3. Cold storage container (leak proof) for white wines
4. Cork screws
5. Clean-up cloths

The Sonoma County Harvest Fair will provide the following:

1. Winery Sign
2. White Tablecloths
3. Ice
4. Dump Buckets
5. Water Pitchers
6. Serving Station (8' table)

SATURDAY, SEPTEMBER 26, AWARDS NIGHT

ALL WINERIES ENTERING THE HARVEST FAIR COMPETITION MUST POUR AT AWARDS NIGHT. There will be two complimentary **badges** per winery for your personnel at Awards Night. They must arrive by 6:00 p.m., entering through Gate 4 off Brookwood Ave., and park in the Redwood Lot. Go to the east pavilion entrance where complimentary badges will be waiting. Once they have badges they will be allowed to enter the Grace Pavilion.

The 2 cases that were delivered will be at your serving station. You should have ample time to prepare and set up prior to the doors opening.

Please anticipate your needs when you order on the pre-sale form to avoid being left short. Tickets are \$65.00 each or \$55.00 for 10 or more tickets.

MONDAY, SEPTEMBER 28
 thru **WEDNESDAY, SEPTEMBER 30**

Deliver wine to fairgrounds between 8:00 a.m. and 5:00 p.m. A schedule will be mailed to you after entries close. **ANY WINERY NOT WINNING AN AWARD IS NOT REQUIRED TO POUR FOR THE HARVEST FAIR WEEKEND.** Also, Bronze winning wines are not required to be sold or poured during the weekend. However, you are more than welcome to participate if you would like, and we encourage you to do so with the wines you entered. Please consult chart for amounts required. Please call if you do not intend to pour. **ALL WINERIES WINNING A GOLD OR SILVER AWARD MUST POUR** and provide wine to retail area. Note: A case is considered to be 12 bottles

FRIDAY, OCTOBER 2

Winery personnel **are not** responsible for pouring today. The Harvest Fair will pour "Medals by the Ounce" in a wine bar atmosphere. **Pour restrictors will be used. You will be reimbursed for all wine poured at a rate of 50% of retail.**

SATURDAY, OCTOBER 3 and SUNDAY, OCTOBER 4

Winery personnel **must** pour for Saturday and Sunday. Personnel should arrive between 11:00 a.m. and 12:00 noon, check wine out and be ready in the Grace Pavilion for the public at 12:30 p.m. until 5:00 p.m. each day. Winery personnel will be responsible to move their own wine; Harvest Fair cannot provide carts or labor.

WINE TASTE: Each wine taste is to consist of one ounce of wine. **Harvest Fair will be providing 1 pour restrictor per varietal being poured. Restrictors must be used. PLEASE POUR ONLY ONE OUNCE.** You should get at least 18 pours per 750 ml bottle. You **must** collect a ticket for each ounce of wine you pour. At the end of each day, return the pourer to the wine storage area. It will be cleaned and re-issued to pouring personnel the next day.

Winery will be charged for pour restrictors not returned.

TUESDAY, OCTOBER 6 – 8:00 a.m. - 3:00 p.m.

All wines being returned to wineries must be picked up in the E.C. Kraft Building and Grace Pavilion. Please pick up your wine as the Harvest Fair cannot be responsible for any loss after Tuesday.

NEW THIS YEAR!

Sonoma County Harvest Fair Trade Tasting
 Sunday, September 27th, 2009 1 PM – 3 PM
 Grace Pavilion - Sonoma County Fairgrounds

The Harvest Fair is pleased to announce the first annual trade tasting event, held the Sunday following the Awards Night Gala. We have obtained the support of the major distributors serving the area to help get the invitations out to the trade. We strongly encourage you to attend and support this event.

Advance Table Fee - \$50.00 Day of Trade Tasting - \$100.00

Look for complete information in your exhibit packet!

WINERY SCHEDULE AND INFORMATION

IMPORTANT INFORMATION

AMOUNTS OF WINE FOR EACH AWARD (Please provide separate bill of lading for each location)

Award	Total Cases	Retail	Pouring
Required			
Sweepstakes	40	30	10
Best of Class	8	4	4
Gold	6	3	3
Silver	2	1	1
Bronze	*1	½	½
Non-awarded	*1	½	½

* not mandatory

Bronze awarded wines may be sold and poured, but it is not mandatory. We strongly encourage that bronze wines be sold in the retail area.

EACH WINERY MUST HAVE ALL WINE DELIVERED TO THE SONOMA COUNTY FAIRGROUNDS BY WEDNESDAY AT 5:00 p.m. PLEASE, NO LATER. Please consult the schedule that comes in the mail for delivery times. Each winery shipping and/or delivering wine to Sonoma County Harvest Fair must present one bill of lading upon delivery of wine to the fairgrounds. Harvest Fair personnel will check wine against bills of lading, sign and retain a copy for the Fair records.

Harvest Fair Resale # SRJH 27-695582

ALL POURING PERSONNEL must be 21 years of age or older. At check each pourer will receive a wristband and 1 glass. While on duty, pouring personnel shall refrain from consuming wine.

PLEASE NOTE: It is your responsibility as a Wine Pourer to CHECK that each and every person you pour wine for has a WRISTBAND securely attached to the wrist. If you have any doubt as to the person's age and/or wristband tampering, demand to see a VALID DRIVERS LICENSE PICTURE ID. If you have further problems, call for SECURITY.

EMPTY BOTTLES: Return full bottles at the end of each day to the storage area. Please return all empty bottles to the Wine Storage Area at the end of each day. Also return your FULL ticket box to the Wine Storage Area at the end of each day. Wineries will be paid according to ticket count compared with number of empty bottles. Empty bottles will be counted each evening in the presence of winery personnel in the storage area. To avoid long lines you may return empty bottles during the day as well. Wineries will not be paid for missing or partial bottles.

ADMISSION TO FAIR: Each winery will receive in the mail two passes and two parking tickets per day, for your pouring personnel. When you check in, you will also receive two badges per day at the Winery Check-In area. These badges are not good for admission to the Fair, but must be worn by your personnel for identification to remove the wine from the storage area and while pouring. For any other arrangements, call the office at 545-4203.

NO SHOWS: Any winery that fails to show up to pour Saturday or Sunday will be assessed a \$150.00 charge PER DAY. This means that any winery that fails to provide the necessary wines to the Harvest Fair or pouring personnel on either Saturday or Sunday will be assessed this fee. Failure to remit will jeopardize eligibility the following year.

PAYMENT FOR WINE POURED: The Harvest Fair will count all valid taste tickets collected by each winery and compute the average pours per bottle. Wineries that average 18 pours per bottle and up will be paid at the rate of 50% of the retail price per bottle. Wineries averaging less than 18 pours per bottle will be paid 50% of the retail discounted by the percentage of pours below 18 what the individual winery averaged. The formula to be used when average pours are less than 18 is as follows:

$$\frac{\text{average pours}}{18} \times 50\% \times \text{retail price} = \text{payment}$$

PAYMENT FOR WINE POURED ON FRIDAY & SOLD IN RETAIL: 50% of retail price as listed on the entry form.

WINE CLASSES

COMMERCIALLY PRODUCED WINES

Class

SPARKLING WINES specific % residual sugar must be listed on entry form

(Including, but not limited to wines fermented in bottle)

1. Any Sparkling Wines - e.g. Blanc de Blanc, Blanc de Noir, Brut, Natural, etc.

WHITE WINES specific % residual sugar must be listed on entry form

2. Sauvignon Blanc, Fume Blanc styles, Retail Price up to \$12.99
3. Sauvignon Blanc, Fume Blanc styles, Retail Price \$13.00 & over
4. Chardonnay, Unoaked (stainless steel fermentation only)
5. Chardonnay, Retail Price up to \$19.99
6. Chardonnay, Retail Price \$20.00 to \$29.99
7. Chardonnay, Retail Price \$30.00 & over
8. Pinot Gris/Pinot Grigio
9. Viognier or other white Rhone wines
10. Gewurztraminer
11. Riesling or all other white varietals not listed above
12. Late harvest or dessert white (over 4% residual sugar)

ROSE WINES

14. Dry Rose (not more than 3% residual sugar)
15. Rose, Blush

RED WINES

16. Pinot Noir, Retail Price up to \$24.99
17. Pinot Noir, Retail Price \$25.00 to \$34.99
18. Pinot Noir, Retail Price \$35.00 & over
19. Syrah / Shiraz , Retail Price up to \$24.99
20. Syrah / Shiraz, Retail Price \$25.00 & over
21. Rhone types, varietals or blends (please identify on entry form)
22. Petite Sirah
23. Zinfandel, Retail Price up to \$24.99
24. Zinfandel, Retail Price \$25.00 to \$34.99
25. Zinfandel, Retail Price \$35.00 & over
26. Sangiovese
27. Italian varietals or blends
28. Merlot, Retail up to \$24.99
29. Merlot, Retail \$25.00 & over
30. Cabernet Sauvignon, Retail Price up to \$24.99
31. Cabernet Sauvignon, Retail Price \$25.00 to \$34.99
32. Cabernet Sauvignon, Retail Price \$35.00 to \$44.99
33. Cabernet Sauvignon, Retail Price \$45.00 & over
34. Cabernet Franc
35. Other Bordeaux Labeled Varietals: Malbec, Petit Verdot
36. Bordeaux Blends (Meritage, etc.), Retail Price up to \$24.99
37. Bordeaux Blends (Meritage, etc.), Retail Price \$25.00 & over
38. Other Red Varietal or Generic not listed above
39. Late harvest or dessert red
40. Port (please describe on entry form)

WINE AWARDS

**GEORGE COOKE MEMORIAL Annual Award
presented to the Sweepstakes Winning Red Wine by
SONOMA COUNTY HARVEST FAIR**

This award was established in 1988 to honor Mr. George Cooke, Extension Enologist, UC Davis, for his life long contribution to the California Wine Industry and especially to the Sonoma County Harvest Fair Wine Competition. Mr. George Cooke was the first Harvest Fair Wine Judging Coordinator in 1975.

PREVIOUS COOKE AWARD WINNERS

1996	La Crema Winery	1994 Pinot Noir, Sonoma Reserve
1997	Gary Farrell Wines	1995 Zinfandel, Russian River Valley
1998	Cline Cellars	1996 Syrah, Carneros
1999	Stonestreet	1997 Pinot Noir, Russian River Valley
2000	Hartford	1998 Zinfandel, Russian River Valley, Fanucchi Vnd.
2001	Rodney Strong Vnds	1997 Symmetry, Alexander Valley
2002	Brogan Cellars	2001 Pinot Noir, Russian River Valley
2003	Moon Mountain Vnd	2002 Zinfandel, Sonoma Valley, Monte Rosso
2004	Acorn Winery	2002 Zinfandel, Russian River Valley, Alegria Vineyards
2005	Wilson Winery	2003 Zinfandel, Dry Creek Valley, Sawyer Vineyard
2006	Wilson Winery	2004 Zinfandel, Dry Creek Valley, Tori Vineyard
2007	De La Montanya	2005 Pinot Noir, Sonoma Coast, Christine's Vineyard
2008	Adobe Road Winery	2005 Zinfandel, Sonoma County

**JAMES GUYMON MEMORIAL Annual Award
presented to the Sweepstakes Winning White Wine by
SONOMA COUNTY HARVEST FAIR**

This award was established in 1978, in honor of Dr. James Guymon's contributions to the Sonoma County Harvest Fair, as well as to the grape and wine industries. He was a Professor of Enology and Viticulture at the UC Davis, until his death in 1978.

PREVIOUS GUYMON AWARD WINNERS

1996	Gloria Ferrer Champagne Caves	Sonoma Blanc de Noirs Sparkling Wine
1997	Korbel	1996 Chardonnay, Russian River Valley
1997	Murphy-Goode	1996 Reserve Fume, Alexander Valley
1998	Mark West Estate	1997 Sauvignon Blanc, Russian River Valley
1999	Alderbrook	1998 Gewurztraminer, Russian River Valley, Saralee's Vineyard
2000	Hanna Winery	1999 Sauvignon Blanc, Russian River Valley
2001	Hartford Court Winery	1999 Chardonnay, Sonoma Coast, Laura's Vineyard
2002	Roshambo	2001 Imago Chardonnay, Sonoma Count
2003	Hanna Winery	2002 Sauvignon Blanc, Russian River Valley, Slusser Vineyard
2004	Hanna Winery	2003 Sauvignon Blanc, Russian River Valley, Slusser Vineyard
2005	White Oak Vineyard	2004 Sauvignon Blanc, Russian River Valley
2006	Ledson Winery & Vyds	2005 Sauvignon Blanc, Russian River Valley
2007	Clos du Bois	2005 Calcaire Chardonnay, Russian River Valley
2008	Dry Creek Vineyard	2007 Fume Blanc, Sonoma County

**WATERFORD CLARET DECANTER
presented to the winemaker producing the
Sweepstakes Winning Wines by
WATERFORD CRYSTAL / CORRICKS**

Established in 1989, a Waterford Claret Decanter has been awarded to each of the winemakers of the sweepstakes winning wines.

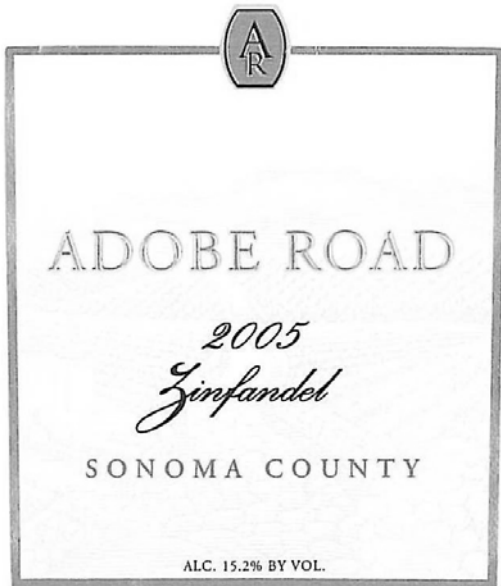
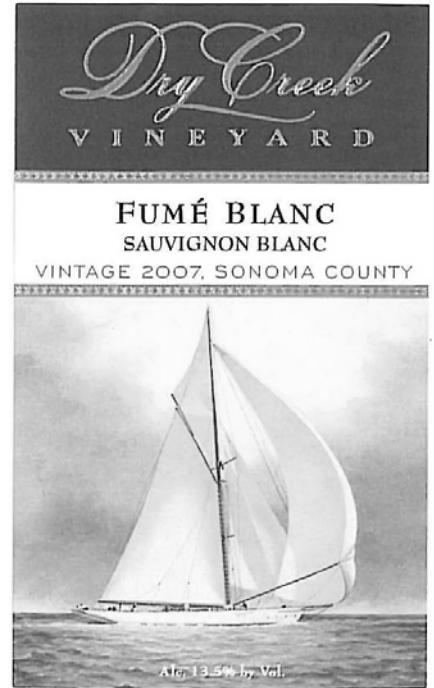
PREVIOUS WINNING WINEMAKERS

2000	Jeff Hinchliffe, Healdsburg	Mike Sullivan, Forestville
2001	Mike Sullivan, Forestville	Rick Sayre, Healdsburg
2002	Paul Brassat, Healdsburg	Margi Williams-Wierenga, Hldbg
2003	Jeff Hinchliffe, Healdsburg	Randall Watkins, Santa Rosa
2004	Jeff Hinchliffe, Healdsburg	Bill Nachbaur, Healdsburg
2005	Bill Parker, Healdsburg	Diane Wilson, Healdsburg
2006	Steve Ledson, Sonoma	Diane Wilson, Healdsburg
2007	Erik Olsen, Healdsburg	Mike Loykasek, Healdsburg
2008	Lisa Forbes, Windsor	Michael Scorsone, Petaluma

WINE AWARDS



Lisa Forbes winemaker for Dry Creek Winery is presented with the Sweepstakes White awards by Les Perry, President of the Harvest Fair Board of Directors and Tom Simoneau, Awards Night Emcee.



Representatives from Adobe Road Winery are presented with the Sweepstakes Red awards by Les Perry, President of the Harvest Fair Board of Directors and Tom Simoneau, Awards Night Emcee.

WINE JUDGES

2009 Professional Wine Judges

Carl Brandhorst	Vice President, Vinifera Wine Growers Assoc., Fairfax, VA
William Bloxsom-Carter	Chef, Playboy Mansion West, Los Angeles, CA
Chip Cassidy	Wine Director/ Professor, Miami, FL
Jill Ditmire	Writer, jad Productions, Indianapolis, IN
Barbara Ensrud	Wine Writer, Durham, NC
Bob Foster	Editor, California Grapevine News, San Diego, CA
John Giannini	Professor of Enology, Fresno State, Fresno, CA
Dr. Barry Gump	Professor of Beverage Management, Aventura, FL
Daryl Groom	Owner/Winemaker, Groom Wines, Healdsburg, CA & Australia
Ray Johnson	SRJC Wine Instructor, Santa Rosa, CA
Ralph Kunkee	Professor of Enology, UC Davis, Davis, CA
Ken Landis	Owner/Chef, Landis Shores Oceanfront Inn, Half Moon Bay, CA
Ellen Landis	Owner/Sommelier, Landis Shores Oceanfront Inn, Half Moon Bay, CA
Ann Littlefield	Direct Wine Marketing Specialist, Napa, CA
Tim McDonald	CSW & Associates, Napa, CA
Tim McNally	Radio Wine Talk Host, New Orleans, LA
Christopher Majer	Owner, Jam Packed Restaurants, Santa Rosa, CA
Charles Mara	President, The Mara Wine Group, Pound Ridge, NY
Debra Meiburg	Wine Educator & Writer, Hong Kong
Kristi Mohar	Wine Buyer, Pacific Market, Santa Rosa, CA
Ben Pearson	Wine Buyer, Bottle Barn, Santa Rosa, CA
Ron Rawlinson	Director of Marketing & Sales, Domaine Alfred Winery, Arroyo Grande, CA
Dr. Gerry Ritchie	Director of Enology, Cal Poly, San Luis Obispo, CA
Christopher Sawyer	Sommelier, Wine Radius & Carneros Bistro, Petaluma, CA



2008 PROFESSIONAL WINE LABEL WINNER

Arbor Bench Vineyards, Geyserville