



January 29, 2010

Dear Wine Producer or Supplier,

RE: 2010 DENVER INTERNATIONAL WINE COMPETITION
(NOTE: URGENT DEADLINES!)

We are writing to cordially invite you to submit your best wines into the 2010 Denver International Wine Competition, which will be held September 11-12, 2010 at the Omni Interlocken Resort, Broomfield, Colorado.

The Denver International Wine Competition is the premier international wine competition in the Rockies. This competition is designed to give added exposure to your wines, just in time for the holiday celebration and gift-giving season.

The competition is organized by Wine Country Network, Inc, the publisher's of Wine Country International[®] magazine, and the producers of the Denver International Wine Festival. Wine Country Network selects a prestigious panel of Colorado based and nationally recognized wine professionals from the wine retail; wine wholesale, hospitality and culinary fields. The goal is to create a well-rounded panel of experts that taste and scores wines with a "double-blind" system, achieving the fairest scoring results possible.

Partial list of past Judges:

Doug Krenik, MS, European Wine Specialist, Southern Wine & Spirits
Timothy Baldwin, Director of Wine. The Broadmoor
C. Dana Eastman, Wine Director, Omni Interlocken Resort
Harold J. Baer, Founder & Editor, The Colorado Wine News
Michelle Bainbridge, Marketing Manager, Wine Cru Distributors
Timothy Baldwin, Director of Wine. The Broadmoor
Derek Bennington, Wine Director, Baur's Ristorante, Denver
Brian Brandt, Beverage Manager, Sommelier, Palm Restaurant, Denver
Randy Caparoso, Journalist & Wine Consultant, Formerly of Roy's
Rebeka Daugherty, F&B Consultant & Writer
Michael Ditch, Division Manager, Republic National Distributing Co
George Hanna, F&B Director, St. Julien Hotel, Boulder
Christopher Jones, Sommelier, Brown Palace Hotel & Spa, Denver
Andrew Killham, Sommelier, Denver Country Club
Albin Madurel, Food & Beverage Consultant
Scott McBride, Restaurant Manager, Randolph's, Denver, CO
Keith Miller, Mile High Wine & Spirits, ColoradoVine.Com
Sean Razee, Beverage Director, Spago, The Ritz-Carlton Bachelor Gulch
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PO Box 6023
Broomfield, CO 80021
Tel. (303) 664-5700 • Fax (303) 648-4199
www.denverwinecomp.com



While the DIWC is affiliated with the **Denver International Wine Festival**, which takes place November 3 to 7, 2010 at The Mile High Station, Denver. This competition is open to all wineries worldwide. Medal winning wines will be posted on the competition website within 72 hours of the competition. Posted winners will remain listed for a period of one year, until the next competition takes place. Wine Country Network conducts an aggressive publicity campaign generating valuable media exposure for all winners.

EXCLUSIVE GOLD MEDAL EVENT FOR ADDED EXPOSURE!

“The Taste of Elegance” Thursday November 4, 2010, 6 to 9pm
Only 2010 **Gold medal-winning** wineries will be invited to participate in this special “live” Chef’s food & wine food pairing competition, featuring 14-16 of Colorado’s most celebrated chefs, competing to win awards for their best custom paired dishes. Our 2006 & 2007 “Best Chef” was Hosea Rosenberg, recent winner of Bravo’s Top Chef, Season 5 Television Show. Hosea will participate this year as a Celebrity Judge.

The Taste of Elegance is a favorite highlight of The Denver International Wine Festival. Live and silent auctions will also be held, with 100% of their proceeds benefiting The Help America Hear Program. The evening will be limited to 400 guests.

Please Note: If your wine wins a Gold Medal, we will request 18-24 bottles for this event. You or a representative will be invited to be present, if not available, we will assign a volunteer or HRTM student to pour your wine.

EXCITING NEW FEATURES:

- Greatly expanded categories to include more European wines
- New categories added for Organic & Boxed wines!
- Popular wine categories will be divided into three different price categories, resulting in a fairer competition, yielding more medal winning wines!
- Awards for “*Best of Show*” wines based on the highest overall scores.
- Wine Label Design Competition

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2010 RULES AND LIMITATIONS:

All wineries and importers with current or planned distribution in the State of Colorado are eligible. International wineries are responsible for all importing costs, duties & shipping required to deliver their wines to our facility.

Only 750 ML wine bottles priced at \$8.00 or over will be accepted. Other specialty sizes will be accepted at the discretion of the competition chairman.

The competition categories listed on the accompanying sheets are subject to change. The competition chairman reserves the right to add or remove categories as required (i.e. larger or smaller than anticipated submission quantities).

POPULAR WINES WILL BE DIVIDED INTO THREE (3) RETAIL PRICE CATEGORIES:

\$8.00 to \$15.00 (consumer) and \$15.01 to \$50.00 (premium), \$50.01 and over (ultra-premium). The competition chairman reserves the right to combine price categories or other suitable categories if the number of entries in certain categories is insufficient.

Entrants must also submit a list along with their wines and the attached registration form which details the following information: full name and vintage, grape variety, name of supplier, current retail price, alcohol and sugar content.

To enter wines in a varietal/varietal blend category, the grape variety/varieties must be specified on the label or on a product information sheet accompanying the entries. All varietals must contain at least 75% of the varietal, or they must be entered in a blend category.

Entry Fees:

An entry fee is required for each entry submitted and must accompany the product or be mailed to our PO Box address. Entry fee price is based on your quantity of submissions:

<u>Qty</u>	<u>Wine Competition</u>	<u>Fee</u>
1	Wine Submission	\$60.00
2	Wine Submissions	\$50.00 Ea
3	(or more) Wine Submissions	\$45.00 Ea.

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The 2010 Denver International Wine Competition

Bottles/Wine Required:

General requirement: **(4) 750 ML Bottles**
Ice & Desert Wines only: **(6) 375 ML Bottles**
Boxed Wines only: **(2) 3-Liter Minimum**

Shipping Schedule:

Send wines, entry form & fees to arrive at our location between:
May 1 to August 23, 2010

Please note: All wines are stored in a temperature-controlled cellar.

Wine Delivery Address:

Tyler Augustine
Wine Country Network, Inc
2356 Dogwood Drive
Erie, CO 80515
Tel. 303 664-5700

LATE DELIVERY DEADLINE: Monday August 23, 2010

ENTRY FEE PAYMENTS:

- Should be included with wine submissions, but can be mailed separately.
- Payment must be received promptly, before the competition deadline.
- Please reference the wine brands that your fee is being paid for!
(If your company check is from Acme Wines, but the wines are called "Big Bad Red" we need to have a reference)
- Checks should be made to "**Wine Country Network, Inc**"
- Credit cards (American Express, Visa and MasterCard) are also accepted.

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Credit Card Payments:

A separate credit card authorization form must be filled out and signed. Credit cards are processed by our affiliate company "**NIDEA CORP**".

Please make all checks payable to: **Wine Country Network, Inc.**
Check, registration form, product list and and products must be delivered all together to:

Tyler Augustine
Wine Country Network, Inc.
2356 Dogwood Drive
Erie, CO 80516
Tel: (303) 654-5700
Email: info@winecountrynetwork.com

Products delivered after the late delivery deadline of August 23, 2010 will not be included or returned.

Important! Please Note:

No entry will be accepted over the phone. All entry fees must be received before the competition begins. Payments must be received no later than August 25, 2010. Payments not received by this deadline, will cause disqualification. Wines will not be returned.

Please make sure to include your suggested retail price on the entry forms. Wines will be tasted in price groups.

We look forward to receiving your wine submissions. Good luck!

Cordially,

Christopher J. Davies
Co-Chair

Darcy R. Davies
Co-Chair

PS: Please visit the official competition website: www.denverwinecomp.com

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