



March 1, 2011

Dear Wine Producer/ Importer,

RE: 2011 DENVER INTERNATIONAL WINE COMPETITION
(NOTE: URGENT DEADLINES!)

We are writing to cordially invite you to submit your best wines into the 2011 Denver International Wine Competition, which will be held September 17-18, 2011 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 on premise restaurant; 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

Brian Brandt, Beverage Manager, Sommelier, Palm Restaurant, Denver

Randy Caparoso, Journalist & Wine Consultant, Formerly of Roy's

Jeff Reebie, Wine Director & Sommelier, Elway's Downtown, Ritz-Carlton Hotel, Denver

Andrew Killham, Sommelier, Denver Country Club

Albin Madurel, Food & Beverage Consultant

Sean Razee, MS, Beverage Director, Spago, The Ritz-Carlton Bachelor Gulch

Shelley Sale, On Premise District Manager, Southern Wine & Spirits, CO

Natalie Guinovart, Sommelier & President, Wine for Thought, LLC

Alicia Gonzales, Sommelier, The Cosmopolitan, Telluride, CO

Kenneth Chaffee, Wine Director & GM, Farraday's Steak House/Isle Casino, Black Hawk

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 2 to 4, 2011 in 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 3, 2011, 6 to 9pm.
Only 2011 **Gold** medal-winning wineries will be invited to participate in this special “live” Chef’s food & wine food pairing competition, featuring 18 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.

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 500 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 student to pour your wine. There is no cost, except the wine required to participate.

EXCITING NEW FEATURES:

- Awards for “*Best of Show*” wines based on the highest overall scores. Judges will award “Best of Show Overall”, “Best of Show White Wine” and “Best of Show Red Wine” with a Double Gold Medal.

Continued ----->

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- Newly expanded Organic & Boxed wine categories!
- Popular wine categories will be divided into three different price categories, resulting in a fairer competition, yielding more medal winning wines!
- Wine Label Design Competition- judged by a prestigious panel of art directors and wine industry professionals.

2011 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 (3-4) RETAIL PRICE CATEGORIES:

\$8.00 to \$15.00 (consumer) and \$15.01 to \$24.99 (premium), \$25 to \$49.99 (ultra-premium) and over \$50 (luxury). 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.

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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:

Qty	Wine Competition	Fee
1	Wine Submission	\$65.00
2	Wine Submissions	\$55.00 Ea
3	(or more) Wine Submissions	\$50.00 Ea.

The 2011 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**

Entry Forms:

We encourage entrants to send in their forms beginning May 6, 2010. Please Fax in your forms in advance of shipping your wines to 303 648-4199.

Revised! Wine Shipment Schedule:

Please ship your wines, with a copy of your entry form to arrive at our location
between:

June 1 to August 31, 2011

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

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Wine Delivery Address:

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

LATE “DROP DEAD” DELIVERY DEADLINE: Wednesday August 31, 2011

ENTRY FEE PAYMENTS:

- Should be paid at the time of submitting your entry form.
- 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.

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**”.

Check Payments:

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

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Products delivered after the late delivery deadline of August 31, 2011 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 31, 2011. 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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