

2011 Consumer Wine Awards at Lodi

Where the wine consumer REALLY rates!

Retail, Restaurant and Hotel Affiliate Program

***Finally a wine awards program with real value for your business and your guests!
Become a part of this opportunity today – there is no cost to become an Affiliate!***

Our intention is to work with you to tap into the enormous number of Wine Consumers who studies show 1) LOVE wine and 2) are reticent to spend more and/or try new wines.

Generate More Sales: by working with us to embrace and cultivate this large, under-valued consumer segment.

Profit from a New “Consumer-to-Consumer” Wine Recommendation System: with a focus to easily get the right award-winning wine to the right consumer. You will be highlighted as an affiliate and a place for interested consumers to purchase highly rated wines.

Use consumer panels to select wines for your next promotion: you determine price, origin and varieties for your Q3 and Q4 wines for by the glass, wine list and retail promotions.

Gain New Customers: by leveraging social media, press and word of mouth from your existing customers!

Benefit from Local and National Press: benefit from the media attention we will get, and you can create, due to the unique, consumer-centric and intentionally controversial nature of this event.

Be on the Cutting Edge: of a paradigm shift that stands to change the face of the wine industry, increase consumption and tap into this profitable market opportunity.

Your invitation to participate and profit from this paradigm-shifting event!

We are pleased to invite you to become a Retail, Restaurant or Hotel Affiliate for the 2010 Consumer Wine Awards at Lodi. This is a phenomenal opportunity to use our proven, revolutionary wine tasting methodology and panels of Consumer Wine Evaluators to taste and select a customized range of wines for you to promote and sell after our event in March of 2011! **There is no cost involved to become an Affiliate** and there are numerous benefits for participating in this unique, consumer driven event. You will be able to specify the parameters of price, origin and even specific producers you wish to consider for your customized wine program.

Wines for your promotion selected by panels of everyday wine consumers!

As an official Retail, Restaurant or Hotel Affiliate your company will contract to purchase and promote, a minimum of 4 top performing wines, one from each of the consumer segments we have defined: Sweet, Hypersensitive, Sensitive, Tolerant (for more information go to: www.consumerwineawards.com and select the TasteSQ button).

Award-winning wines uniquely tailored to your specifications: by price, region and/or country, grape variety or wine type. Producers or companies that you favor or are part of your core wine programs. Contact us to discuss how we can customize the results for you clientele and class of trade!

How the wines are evaluated and selected: Panels selected from a body of more than 100 Consumer Evaluators will assess the wines entered in the CWAL. This competition is open to any wine type or winery around the globe. Affiliates will feature these award-winning wines in online stores, restaurants and retail outlets across the country.

What to do next:

Contact Tim Hanni MW for more information and to discuss a customized program for your company! 707-337-0327 or email: tim@timhanni.com

Go to www.consumerwineawards.com for more information on this extraordinary event!

Consumer Wine Preference Groups

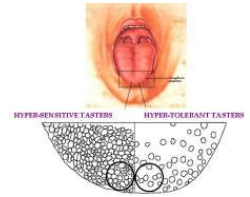
Wine evaluations by the people, for the people: a new approach to reach the consumers who are hardest to impact!

“If it becomes widely accepted, Hanni’s system could upend the way we think, judge, even talk about wine. Instead of 100-point scales or talk of “grassy,” “gooseberry” notes -- wine descriptors that Hanni says can become “insufferable” mumbo jumbo -- drinkers would need only to understand what makes up a perfect score or pleasant flavor for them.”

Jane Black, Washington Post, Wednesday, March 12, 2008

Background

- Taste sensitivity can vary widely from one person to the next and is one of the major factors influencing wine preferences.
- Research shows that people can be classified along a taste sensitivity continuum and then segmented into one of four flavor preference communities.
- We also use an individual’s ‘declared preferences’ (the type and/or style of wine they drink most often) to recommend the Preference Community they look to for recommendations of new wines to try.
- Consumer Wine Evaluators will be carefully selected to participate on evaluation panels and assess the wines submitted based on the ‘declared preferences’ to select the wines that will be highlighted in the Preference Communities.
- Each tasting panel will be evaluating the wines that conform to their flavor preference standards: those who love sweet wines evaluate sweet wines. Those who love intense, tannic red wines evaluate intense, tannic red wines, and so on.
- Final awards will be provided in a way that consumers can find the panels that match their own preferences and find the wines that were rated most highly by that panel.
- Consumer Wine Preference Communities will be created defined by their preferences for different well-known wine varieties and flavors.
- Consumers will be connected via point of Sale material, web-enabled application and staff training to help wine drinkers find the Preference Community they most closely align with and try new wines that they have rated highly.



Here is a general guide to the Taste Sensitivity Communities, their typical preferences and a very partial list of varieties and flavor attributes for other wines they may discover and love!

Preference Communities	Typical wine preferences	Discovery Wines	Favored Flavors	Tend to Dislike
Sweet	White Zinfandel, Lambrusco, Sangria, Liebfraumilch, Asti Spumante	Moscato, sweeter Rieslings, Vouvray sweet hybrids, fruit wines, German white wines	Must be sweet: typically over 2% residual sugar and even much higher levels of sweetness	Bitterness, high alcohol, tannin, Intense aromatics
Hyper-sensitive	Pinot Grigio, dry and off-dry Riesling, Sauvignon Blanc, Pinot Noir, Syrah	Dry Rose, Viognier, Pinot Gris, Pinot Blanc, Gruner Veltliner, Aneis, un-oaked Chardonnay	Light intensity, delicate, lower alcohol., more often white than red	High alcohol, bitterness, tannin
Sensitive	Very wide range of preferences, Chardonnay, Pinot Noir, Syrah	Semillon, Chardonnay, Tempranillo, Sangiovese, red wines from Spain, Meritage	Smooth, rich and often intense.	Sweet table wines, bitterness, heavy oak or tannin
Tolerant	Cabernet Sauvignon, Petite Sirah and red blends	Malbec, Tannat, Barolo, Mourvedre	Intensity rules! Primarily (often exclusively) big reds.	Intensity rules! Primarily (often exclusively) big reds.

Note: this is just a general and partial guide. Most varieties and types of wine can range greatly in style.