



Consumer Wine Awards at Lodi

Where the Wine Consumer REALLY Rates

2012 Competition Handbook

HOW TO ENTER

Consumer Wine Awards at Lodi - International Wine Competition

You are invited to enter the commercial Wine Competition for all wines made in the United States and Internationally including (but not limited to) Canada, Mexico, Europe, Australia, New Zealand, Japan, China and South America.

The following information is an easy guide to enter this competition:

1. Determine the wine(s) you wish to enter.
2. Acquire an official entry form on our website www.consumerwineawards.com.
3. Review all of the information in this handbook, take note of entry deadlines, delivery dates & directions, and entry rules. This handbook will be subject to any action that may cause revision or curtailment of sections awards or regulations as listed.
4. Select the categories and class(es) you wish to enter. (page 8)
5. Complete the entire entry form, **sign it** and arrange for entry payment to be included with your entry form.
6. **Send a current wine label for each wine entry.** (Needed for Wine competition information and confirmation of wine entry submitted)
7. See Delivery and Shipping Requirements. (page 4)
8. Ship or deliver your entry with payment, entry form, and wine label.
9. For questions on entry forms or shipping, call Aaron Kidder at (209) 969-9296.

ORGANIZING COMMITTEE

- Jim Natsis, Omega Winery, Lodi Tokay Rotary
- David Akin, Akin Estate, Koch Membrane, Lodi Tokay Rotary
- Dr. Virginia Utermohlen, MD, Cornell University, Taste Science
- Bob Trimble, The Wine Guy LLC (Philadelphia)
- Kurt Foeller, Foeller Communications (Bay area)
- Dr. Lloyd Hastings, Osmic Enterprises
- Bruce Johnson, Osmic Enterprises
- George Taber, author of *The Judgment in Paris* and *A Toast to Bargain Wines*

DIVERSITY WINE AWARDS

- G. M. "Pooch" Pucilowski, Event Director; Owner of www.UniversityofWine.com, Fair Oaks, CA
- Tim Hanni MW, Consumer Insights and Tasting Director; CEO - Napa Seasoning Company, Napa, CA – <http://www.napaseasoning.com/>
- Aaron Kidder, Technology Director; Owner/Winemaker – www.KidderWines.com, Lodi, CA

OBJECTIVE & OPPORTUNITIES:

- Provide wine consumers with a unique and relevant alternative to current wine competitions and awards programs. We are leveraging recent scientific discoveries in human sensory perception and finding ways for both consumers and the wine industry to win.
 - The Diversity Wine Awards team, executors of the CWAL (Consumer Wine Awards at Lodi), believes that current industry judging and rating practices do not reflect the extreme differences in human sensory perception. Traditional wine judges also inevitably have deeply rooted preferences and biases that are great for a large segment of avid, or 'aspirational,' consumers. Our intention is to introduce strategic new methods for evaluating, rating and communicating with what we refer to as the 'lost segment' of core wine consumers with a focus on increasing wine consumption. This segment consists of millions of people who drink wine frequently but are baffled by the immense selections, conflicting information and foreign language of the wine community.
- Partner with Retail, Restaurant and Hotel Affiliates to promote and sell the award winning wines. This initiative provides consumers with access to the award winning wines that were evaluated by their peers.
- Formally research our hypotheses pertaining to consumer taste sensitivity and wine preferences plus several other on-going projects regarding consumer preferences and developing new wine evaluation methodologies and best practices.

GENERAL INFORMATION:

All competition information, application, wine classes and fees are available on-line at www.ConsumerWineAwards.com.

This Competition is possible because of the volunteer help and leadership of the Lodi Tokay Rotary Club.

Additional Information: Any questions can be directed to our Consumer Wine Awards at Lodi Director/Chief Judge:

G.M. "Pooch" Pucilowski

17266 Hillside Drive, Lodi, CA 95240

e-mail gmpooch@me.com or call at (209) 369-2020.

Revisions: This booklet is mailed in advance and may be subject to revision or change.

Mailing List and Notification: Although we attempt to keep mailing lists current, we cannot be held responsible for any individual or winery who is not notified or contacted.

Address changes and/or additions should be mailed to our Director of Technology:

Aaron Kidder

Consumer Wine Awards at Lodi (CWAL)

17266 Hillside Drive, Lodi, CA 95240

e-mail aaronkidder@gmail.com or call (209) 969-9296.

WINERY ELIGIBILITY:

The Consumer Wine Awards at Lodi is open to any commercial winery in the World.

For International Submissions:

- WINES MAY BE LEGALLY SHIPPED FROM ANYWHERE WITHIN THE UNITED STATES. PLEASE WRITE ON THE BOXES: "SAMPLE MATERIALS. NOT FOR RESALE. GLASS ENCLOSED."
- For shipments from outside the U.S., if you are not using your U.S. importer, you must contact our customs broker, SDV (USA), Inc., at usa.winedesk@sdvusa.com. To reduce customs charges, SDV will arrange for your shipment and may consolidate shipments with others in your area. The Consumer Wine Awards at Lodi is not responsible for customs duty charges, fees or shipping charges.
- For shipments of more than one box, indicate that the box is "Box 1 of 4", "Box 2 of 4", etc.

PUBLIC TASTING

Please plan to attend our public tasting and awards ceremony on April 27th, 2012 at Hutchins Street Square in Lodi (if requested). We ask that you bring your award winning wines from the Consumer Wine Awards at Lodi.

DELIVERY AND SHIPPING REQUIREMENTS

Entry Forms, Fees and WINE DATES: Entry forms and WINE cannot be accepted any sooner than January 4, 2012 and received no later than February 24, 2012. We will accommodate those rare circumstances for wines not being able to meet this deadline by charging a Late Entry Fee for wines received between February 25th and March 4th. No wines for any reason, can be accepted beyond this date.

Entry Forms, Fees and your Wine can be sent to:

Consumer Wine Awards at Lodi (CWAL)
c/o Woodbridge Winery
5950 E. Woodbridge Road
Acampo, CA 95220

You can email a copy of your forms to: (209) 727-0728 if time is short.

Questions? Call Aaron Kidder @ (209) 969-9296 or email: AaronKidder@gmail.com

2012 CALENDAR:

January 4, 2012	First Day for receiving applications, fee, and Wines
February 24, 2012	Last Day for Accepting applications, fees, and Wines .
March 4, 2012	Last Day for Accepting Wines with Late Entry Fee of \$10 per entry.
March 17-18, 2012	Competition to be held at Lodi Hutchins Street Square, South Hutchins St • Lodi, CA 95240
April 27, 2012	Awards Ceremony, Wine Tasting, and Art Display to be held at Lodi Hutchins Street Square, South Hutchins St • Lodi, CA 95240

AWARDS:

Trophies will be added as sponsors come on board.

VINO FARMS TROPHY for BEST Sustainable Grown Grapes
(see description below for eligibility)

CITY OF LODI TROPHY for BEST of Zinfandel

Per the Danish System, multiple awards or no awards may be given for a class at the discretion of the judges. Awards not presented at the Awards Ceremony will be mailed. Results will be available on the web at www.consumerwineawards.com.

ENTRY RULES:

1. **All entry forms, fees, and WINES** must be received between January 4, 2012 and February 24, 2012. These are the actual dates of accepting wines and we appreciate your adherence to this schedule. We understand that circumstance will sometimes dictate otherwise and we have a late entry fee to accommodate those rare circumstances.
2. Any wine that arrives prior to January 4, 2012 will not be accepted.
3. Any wine that arrives after February 24 and before March 4 will be assessed a Late Entry Fee of \$10 per entry.
4. **Deadline:** Absolutely no wines can be accepted after March 4th.
3. **Entry fees:** The entry fee is \$60.00 (USD) per wine type entered.
4. **Minimum Quantity of Wine:** Four (4) 750 ml bottles or Six (6) 375 ml bottles or Four (4) larger wine containers are required for each wine type entered. All wines become the property of the Consumer Wine Awards at Lodi and none will be returned.
5. Make checks payable to **Consumer Wine Awards** (or include your credit card information) and attach it to the entry form or pay on-line (when available) with our secured payment, www.consumerwineawards.com.
6. Each wine type entered must be listed on a separate entry form. Please use the forms provided on our web site. Photocopy additional forms if needed.
7. There is no limit to the number of entries per winery.
8. There is no limit to the number of vintages of the same variety that can be entered.
9. **Minimum Quantity Requirements:**
No Minimum Quantity Requirements unless wine entered is to be considered for the Retail, Restaurant and/or Hotel affiliate program or for post-CWAL tasting events (See www.consumerwineawards.com for details).
10. **Wine Label Required:** A wine label for each entry must accompany each entry form. A previous years' label or xerox copy is acceptable as long as the information is identical to the label on the bottle. For example, if the only thing that changed on the label is the vintage date, then send the old label, cross out the year and write the new vintage on the label. Lab labels are acceptable, but they must be accompanied by an artist label.
11. Each winery must complete **a separate entry form for each wine entered**. However, winery information such as name, address, contact person, phone, etc. need only be done once on the first page. Then Copies of that page may be used.
12. **Any wines entered into a varietal class or a blend of varietal grapes class must have the named grapes stated somewhere on the bottle.** For example, wines entering the Italian Varietal Blends class must have the varietal names of the grapes stated on the label.

13. The appellation of the grapes must be in accordance with Alcohol and Tobacco Tax and Trade Bureau (TTB) regulations. Or the governing body of the country and/or region of origin: AOC/VDQS, France, DO, Spain, DOC, etc.
14. Any wine from grapes not entered in its proper category may be disqualified or moved to another class by the Chief Judge prior to judging.
15. The entry form must be complete in every detail, including retail price per bottle (as of March 1, 2012) exact percentage of residual sugar, gallons produced, vintage date, the region and class code, vineyard designation (if any), estate bottled and sustainable, organic or biodynamic grown grapes.
16. When a wine is available only in bottle sizes other than 750 ml, this must be indicated on the entry form.
17. The entry form must bear both the printed name (legibly) of the owner, winemaker or other official representative designated and authorized by the entrant. The signature of this person certifies that all provisions, requirements and limitations of the entry have been fully complied with. **This signature acknowledges that the entrant agrees to abide by all of the rules and regulations as listed in this Competition Handbook available on website www.consumerwineawards.com.**
18. The telephone number, email and fax of the winery contact person must be listed to be used in case of questions and/or in case of an award.
19. Each entry form must be signed by an official winery representative.
20. If multiple boxes are shipped, please include a copy of your entry form in each box and mark the total number of boxes shipped on each form. Also mark the total number of boxes shipped on the outside of each box using a felt pen (i.e. 1 of 3, 2 of 3, 3 of 3).
21. Judging is conducted in closed session between March 17-18, 2012.
22. The Consumer Wine Awards at Lodi and its contractor reserve the right to change terms and conditions at any time. While great care is exercised in the handling and storage of entries, The Consumer Wine Awards at Lodi, its contractor and volunteers are not responsible for the safety of entries, including but not limited to handling, transportation, storage, shipment, fire, vandalism and acts of God.

TROPHY SPONSORS

VINO FARMS TROPHY for BEST Sustainable Grown Grapes.

On the entry form, please check the box for Organically grown grapes or Sustainable grown grapes if your grapes have been grown with either of these methods. We will choose the highest rated wine that has 100% of its grapes grown by sustainable or organic methods and award this wine the VINO FARMS TROPHY for BEST Sustainable Grown Grapes. This information DOES NEED to be stated on the wine label or bottle.

JUDGING AND AWARDS CRITERIA

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Consumer Evaluators are selected based on their interest and preferences for types of wine

to be evaluated (people who love intense red wines are evaluating intense red wines, people who love sweet wines are evaluating sweet wines, etc.). Panels of consumer Evaluators are then created for the appropriate wine categories using people with corresponding preferences for those types of wine. The judging itself is conducted with a unique process, developed and refined over the course of many years, that requires minimal training or introduction of new bias. Our intention is to capture how much each Consumer Evaluator likes, or dislikes, each wine in as pure a form as possible. Wines are tasted double blind and individually with no discussion amongst the Consumer Evaluators in any panel. Awards are then given based on the cumulative score of each wine.

The organizers and scientific advisors of the Consumer Wine Awards at Lodi (CWAL) recognize the fact that sensory sensitivity can vary widely from one person to the next and that this, along with psychological factors, is a major factor for wine professionals and consumer alike in determining wine preferences. Our continuing research in this area shows that all people can be classified along a taste sensitivity continuum and then segmented into one of four sensitivity categories, or Vinotypes, representing sweet, hyper-sensitive, sensitive and tolerant tasters. We recognize that taste sensitivity is a matter of physiology and there is no inherent advantage in being at any different point along this continuum. The intention of the Consumer Wine Awards is to better connect consumers to the wines that have been highly recommended by peers who share common wine preferences and interests. This is an area of research and continued interest for generating more meaningful ways to connect wine consumers to wines that they will enjoy.

Central to this process is the development of an exciting new technology that is used in our Consumer Wine Evaluator selection process. Read more at www.myvinotype.com. After answering a few simple question the technology then indicates your taste sensitivity well as certain traits pertaining to wine aspirations and interests. This is a fun and simple means for consumers to determine their own sensitivity and discover the award winning wines from the Consumer Wine Awards at Lodi that best fit their own preferences as determined by judges with similar taste sensitivities, aspirations and interests.

JUDGING INTEGRITY

It is important to the Consumer Wine Awards at Lodi to bring the highest integrity and professionalism to this competition. This means, among other things:

- A seasoned, trained, dedicated, and respected management team
- Double blind, unbiased and controlled consumer evaluation protocol
- Avoidance of any conflict of interest in every aspect of this competition

All aspects of this wine judging have been and will be conducted to assure the results have the highest degree of integrity and are fully worthy of the Consumer Wine Awards at Lodi.

WINE CLASSES

1. The class name is the same as the grape varietal name on the label.
2. A varietal wine or fruit must consist of a minimum of 75% of that grape or fruit or are consistent with the regulations of the Alcohol and Tobacco Tax and Trade Bureau (TTB).
3. A varietal blend must state the name of the grapes or fruits being used on the label, otherwise the wine will be placed in the generic category (see # 4 below).
4. A generic blend does not need to state the grapes or fruits used.
5. An appellation requires that a minimum of 95% of the grapes or fruit used must come from that stated location or are consistent with the regulations of the Alcohol and Tobacco Tax and Trade Bureau (TTB).
6. A vintage date requires that a minimum of 95% of the grapes or fruit used must come from that stated year or are consistent with the regulations of the Alcohol and Tobacco Tax and Trade Bureau (TTB).
7. Please state the residual sugar of all wines.
8. The Chief Judge reserves the right to combine classes when the number of entries so warrants, or to divide classes if the range of sweetness or other factors present so warrants.

Fortified Dessert Wines

Traditional (requiring Portuguese varieties and grape spirits added to arrest fermentation)

- 001 Vintage dated
- 002 Non-Vintage dated

Non-Traditional (spirits added to arrest fermentation)

- 010 Varietal fortified dessert wine (specific grape(s) named)
- 011 Flavored fortified dessert wine
- 012 Other Misc. fortified dessert wine

Sparkling Wines

Method Champenoise

- 210 Blanc de Blanc
- 211 Blanc de Noir
- 212 Natural (0-.9% residual sugar)
- 213 Brut (up to 1.5% residual sugar)
- 214 Brut Rosé
- 217 Extra Dry (2.5- 3.5% residual sugar)
- 221 Muscat
- 222 All other Method Champenoise not otherwise listed

Non-Methode Champenoise (Charmat, Transfer, etc.)

- 259 Blanc de Blanc
- 260 Blanc de Noir
- 261 All other Non-Methode Champenoise not otherwise listed

Red Varietal Wines - Vitis Vinifera

- 301 Alicante Bouschet
- 304 Barbera
- 308 Cabernet Franc
- 309 Cabernet Sauvignon
- 332 Malbec
- 335 Merlot
- 345 Petit Verdot
- 346 Petite Sirah
- 349 Pinot Noir
- 353 Primitivo
- 356 Sangiovese
- 357 Syrah/Shiraz
- 375 Tempranillo
- 380 Zinfandel
- 394 All other red Vinifera varietals not otherwise listed, Dry / Off-Dry
- 395 All other red Vinifera varietals not otherwise listed, Sweet / Late-Harvest

Red Blends - Vitis Vinifera

- 388 Cabernet/Syrah blends, Cabernet-dominant
- 389 Syrah/Cabernet blends, Syrah-dominant
- 390 Red Bordeaux style blends including Meritage
- 392 Rhône-style blends
- 393 Italian style red blends
- 396 Vinifera Red blends not otherwise listed Dry / Off-Dry
- 397 Vinifera Red blends not otherwise listed, Sweet / Late-Harvest

Red Varietal Wines - Vitis Labrusca

- 399.1 All Red Labrusca varietals or blends

Red Varietal Wines - Vitis Rotundifolia

- 343 Noble
- 399.2 All other Red Rotundifolia varietals or blends not otherwise listed

Red Varietal Wines - Vitis Aestivalis

- 344 Norton/Cynthiana
- 399.3 All other Red Aestivalis varietals or blends not otherwise listed

Red Varietal Wines - Vitis Mustangensis

399.4 All Red Mustangensis varietals or blends

Red Varietal Wines - Hybrid

302 Baco Noir

399.5 All other Red Hybrid varietals or blends not otherwise listed

White Varietal Wines - Vitis Vinifera

405 Chardonnay (non-oaked)

406 Chardonnay (oaked)

412 Chenin Blanc, Dry / Off-Dry

419 Gewurztraminer, Dry (Refer to Guidelines below)

420 Gewurztraminer, Medium Dry (Refer to Guidelines below)

421 Gewurztraminer, Medium Sweet (Refer to Guidelines below)

422 Gewurztraminer, Sweet / Late-Harvest (Refer to Guidelines below)

433 Muscat, Dry (Refer to Guidelines below)

434 Muscat, Medium Dry (Refer to Guidelines below)

435 Muscat, Medium Sweet (Refer to Guidelines below)

436 Muscat, Sweet/Late-Harvest (Refer to Guidelines below)

440 Pinot Blanc

441 Pinot Gris/Pinot Grigio

444 Riesling, Dry (Refer to Guidelines below)

445 Riesling, Medium Dry (Refer to Guidelines below)

446 Riesling, Medium Sweet (Refer to Guidelines below)

447 Riesling, Sweet / Late-Harvest (Refer to Riesling below)

453 Roussanne

454 Sauvignon Blanc, Dry

459 Semillon, Dry

464 Symphony

470 Viognier, Dry / Off-Dry (Refer to Guidelines below)

471 Viognier, Medium Dry (Refer to Guidelines below)

472 Viognier, Medium Sweet (Refer to Guidelines below)

473 Viognier, Sweet / Late-Harvest (Refer to Guidelines below)

481 All other white Vinifera varietals not otherwise listed, Dry / Off-Dry (Refer to Guidelines below)

482 All other white Vinifera varietals not otherwise listed, Medium Dry (Refer to Guidelines below)

483 All other white Vinifera varietals not otherwise listed, Medium Sweet (Refer to Guidelines below)

484 All other white Vinifera varietals not otherwise listed, Sweet / Late-Harvest (Refer to Guidelines below)

480 All styles and types of Ice Wine

White Blends -Vitis Vinifera

- 430 White Bordeaux style blends including Meritage
- 496 Vinifera white blends not otherwise listed, Dry / Off-Dry
- 497 Vinifera white blends not otherwise listed, Sweet/Late-Harvest

White Varietal Wines - Vitis Labrusca

- 437 Niagara
- 499.1 All other White Labrusca varieties or blends not otherwise listed

White Varietal Wines - Vitis Rotundifolia

- 432.5 Muscadine/ Scuppernong
- 499.2 All other White Rotundifolia varieties or blends not otherwise listed

White Varietal Wines - Vitis Aestivalis

- 499.3 All White Aestivalis varieties or blends

White Varietal Wines - Mustangensis

- 499.4 All White Mustangensis varieties or blends

White Varietal Wines - Hybrid

- 464.5 Traminette
- 466 Vidal, Dry / Off-dry
- 467 Vidal, Sweet/Late-Harvest
- 499.5 All other White Hybrid varieties or blends not otherwise listed

Blush & Pink Table Wines

- 503 White Zinfandel
- 504 All other Blush & Pink Table Wines

Rosé wines

- 513 All generic Rosés - Dry / Off-dry (change to 512?)
- 515 All generic Rosés - Medium Sweet / Sweet (change to 513?)
- 512 All varietal Rosés - Dry /Off-dry (change to 514?)
- 514 All varietal Rosés - Medium Sweet / Sweet (change to 515?)

All Wines Under 10% Alcohol

- 600 White
- 601 Red

All Fruit, Berry, and Flavored Wines

- 700 Vermouth
- 714 Honey (Mead)
- 720 Sake
- 751 Berry Fruit

- 752 Seed Fruit
- 753 Stone Fruit
- 754 Vegetable
- 760 All Other Fruit or Flavored Wines

- 799 All Other Wines not listed

Riesling Guidelines (and other varieties)

We are dedicated to supporting the wine industry and any effort to educate and inform consumers. We are adopting the guidelines as set out by the International Riesling Foundation and judges will be tasting wines within the 4 categories as outlined below. We are also taking the liberty to apply the same guidelines to Gewurztraminer, Viognier and Moscato grape varieties. If you are entering wine(s) in the Riesling, Gewurztraminer, Viognier or Moscato category, we encourage you to follow the guidelines as listed below. It is important to note that these are simply recommended guidelines that we think may be helpful, but the program is entirely voluntary. For further information, please review their web site at:

<http://drinkriesling.com/tastyscale/>

The International Riesling Foundation supports four sweetness categories for Riesling, as set forth below, using no numbers to designate the various categories. They will be referenced only by the terms used for each of the four categories (sugar and acid are listed in grams per liter).

By modifying the ratio between acid and sugar (as measured in grams per liter) with pH as a factor, we now have guidelines that are not hard-and-fast rules, but give wine makers a justification for the use of appropriate terms to affix to their wines. In deciding in which sweetness category a wine belonged, wine makers should use the ratios proposed unless extraneous situations arise. The idea is to assign to each wine a ratio between the Titratable Acidity (TA) of the wine in grams per liter with the Residual Sugar (RS), also in grams per liter.

IRF RIESLING TASTE PROFILE, TECHNICAL GUIDELINES SUMMARY					
	SUGAR TO ACID RATIO	pH		pH	SHIFT DUE TO pH
DRY	< 1.0	3.1 to 3.2	If	= or > 3.3	Med Dry
				3.5 or >	Med Sweet
MEDIUM DRY	1.0 to 2.0			= or > 3.3	Medium Sweet
				< or = 2.9	Dry
MEDIUM SWEET	2.1 to 4.0			= or > 3.3	Sweet
				< or = 2.9	Medium Dry
				< or = 2.8	Dry
SWEET	= or > 4.1			< or = 2.9	Medium Sweet
				< or = 2.8	Medium Dry

Dry. All wines carrying this designation will have a sugar-to-acid ratio not exceeding 1.0. For example, a wine with 6.8 grams of sugar and 7.5 grams of acidity would be in the same category as a wine with 8.1 grams of sugar and 9.0 grams of acid. Similarly, a wine with 12

grams of sugar and 12 grams of acid would be classified as dry. Notice also that wines that are totally or “near-totally” dry (such as 4 grams per liter) will have a much lower ratio. For instance, a wine with only 3 grams of sugar and a total acidity of 6 grams per liter will have a ratio of .5, and clearly the wine is dry.) As to pH: it is assumed that the range of pHs for most Rieslings is between 2.9 and 3.4. So 3.1 is the “base” pH with which most wine makers will be working. So if the pH of wine is 3.1 or 3.2, it remains in this dry category. But if the pH is 3.3 or 3.4, it moves up to Medium Dry. (And if the pH is 3.5 or higher, the wine maker may wish to move the wine to Medium Sweet.)

Medium Dry. Here the ratio is 1.0 to 2.0 acid to sugar. Example: a wine with 7.5 grams of acid could have a maximum sugar level of 15.0 grams. And if the pH is above 3.3, it moves to Medium Sweet, and if the pH is as low as 2.9 or lower, the wine moves to Dry.

Medium Sweet. The ratio here is 2.1 to 4.0 acid to sugar. Example: a wine with 7.5 grams of acid could have a maximum sugar level of 30 grams. And again, the same pH factor applies as a level two wine: if the pH rises to 3.3, you move up to Dessert, and if the pH drops to 2.9 you move to Medium Dry. And if the pH is 2.8 or below (highly unlikely), the wine could be called Dry.

Sweet. Ratio above 4.1, but using the pH adjustment, a sweeter wine with a ratio of, say, 4.4 might actually be moved to Medium Sweet if the pH is significantly lower. It is vital that all IRF members adhere to the same terminology so when we speak to Riesling consumers about what is a dry wine and what is a medium dry wine, we are all speaking the same language.