
33rd Annual

Michigan



**Wine & Spirits
Competition**

August 3, 2010

Kellogg Hotel and Conference Center

East Lansing, Michigan

33rd Annual Michigan Wine & Spirits Competition

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Numerous Valued Volunteers



 FROM THE SUPERINTENDENT

Dear Member of the Michigan Wine Industry:

The 33rd annual Michigan Wine & Spirits Competition will take place August 3, 2010, at the Kellogg Hotel and Conference Center on the campus of Michigan State University in East Lansing. The Gold Medal Reception and trophy presentation on August 5 is an important public event on the Michigan wine industry calendar, promoting the judging results to an audience of 350 supportive consumers, industry members and industry associates.

In the last decade, we've strived to make the competition a true snapshot of the great wines all of you make. And each year we see your wines getting better and better.

Michigan wineries have fared well in competitions held earlier in 2010. I have had the privilege of judging at several competitions this year and I am proud to see the accolades for Michigan wines awarded at these important competition events.

Here in Michigan, our competition has become a vehicle to showcase Michigan's winemaking brilliance to some of the most highly regarded analysts, winemakers and wine writers in the country who come here to judge what you do. And it has worked very well.

Effectively, you have raised the bar on yourselves. I believe that today it's actually harder for you to win gold or sweepstakes medals in this competition than it is in many of the big international competitions. The reason: Your wines show very strongly and distinctly against those from other states and abroad. But when it comes to competing on your home turf, your competition is each other. And that's tougher.

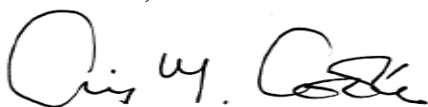
The wine industry in Michigan continues to grow, with 73 wineries now recognized by the Michigan Grape and Wine Industry Council as producers of Michigan wine, raising the bar again and in some ways presenting a stronger challenge. The economic impact of the industry now exceeds \$300 million annually, due in large part to the economic boost provided to the wine regions of Michigan through winery tourism.

Joining our panel of 24 judges will be several new out-of-state judges, valued additions to this year's judging team.

Once again, we want to encourage Michigan wineries to enter the competition. Last year, we had 395 entries. We know that the competition gives your wines great exposure to the outside world through the judges we invite and the publication of the competition results by the Michigan Grape and Wine Industry Council. Also, you'll note that our entry fees have not changed and are now among the lowest in the country for a competition of this quality.

As always, the staff at the Michigan Department of Agriculture and I wish all of you the very best summer and harvest this fall.

Best Wishes,



Christopher M. Cook
Superintendent

Christopher Cook is an award-winning food and wine writer and television producer. He judged the Michigan Wine & Spirits Competition for 12 years before becoming its superintendent in 2001. Cook is also a judge at wine competitions in the United States and abroad. He has judged the Riverside (CA) International Wine Competition, the Los Angeles County Fair Wine Competition, the Long Beach (CA) Grand Prix, the Royal Australian National Wine Competition in Canberra, and the Vinitaly Competition in Verona.



HISTORY OF THE 33RD ANNUAL COMPETITION

In 1977, the first Michigan State Fair Wine Competition was held at the State Fairgrounds. Gold Medal-winning wines were served at the National Governors Conference, which was held in Detroit that year. Local wine lover and founding member of the American Wine Society, Carl Damoth, persuaded the Michigan Wine Institute to sponsor the competition, and he served for a number of years as its superintendent.

In the early years, the competition was held in the fair's Coliseum alongside the cattle, so fair visitors could view the judging of the wines. The competition moved to the Auditorium on the fairgrounds, to Machus Red Fox Restaurant in West Bloomfield, and then to Cousins Heritage Inn in Dexter. In 2001 the competition was moved to larger quarters at the Kellogg Hotel and Conference Center in East Lansing.



When the Michigan Grape and Wine Industry Council was formed in 1985, the council administrator, Dr. R. Dee Woell, was able to secure funds to include well-known wine authorities as judges, including *Chicago Tribune* writer Ruth Ellen Church, author Leon Adams, *New York Times* writer Robert Misch, and author Phillip Jackish (Chief Judge). This tradition continues today with the inclusion more recently of Dan Berger, Wilfred Wong, Doug Frost, Bob Thompson and others.

In the late 1980s, Tasters Guild President Joe Shagrin succeeded Phil Jackish as Chief Judge, later to be succeeded by Richard Scheer. Dr. Stan Howell served as Superintendent until 2000. Wine writer and veteran competition judge Christopher Cook became Superintendent in 2001. In 2002, the name was changed to “Michigan State Fair

Wine & Spirits Competition” in recognition of the emerging fruit spirits and grape brandy sector, and finally to the “Michigan Wine and Spirits Competition” in 2006.

With this edition of the competition, the industry has grown to 73 members and a record 400 entries are expected.



COMPETITION OBJECTIVES AND PROCEDURES

COMPETITION OBJECTIVES

- ❖ To provide grape growers and winemakers feedback to enable them to continue to improve the quality of Michigan's wines.
- ❖ To increase public awareness of the quality of Michigan wines.
- ❖ To increase awareness of Michigan wines among state and national wine professionals.
- ❖ To guide the Michigan Grape and Wine Industry Council in their efforts to promote the quality of Michigan wines.
- ❖ To provide Michigan wineries with additional opportunities for the promotion of their wines.

COMPETITION PROCEDURES

The Superintendent begins the day by describing the procedures and giving the general rules for entrants and the general philosophy of the competition. Each panelist is introduced to the group.

Each wine is judged by a panel of four judges headed by a table captain who is appreciative of the varieties and styles of wine entered. All wines are served in pre-poured flights with an identifying tag around the base of each glass. This tag contains only a number. Each judge has a sheet that lists these numbers, the general category of the wines in the flight, their vintage and residual sugar.

The panels must arrive at a consensus on any award given. The superintendent may be called in if necessary to help reach this consensus, and at his discretion the wine may be sent to another panel. Panels generally consist of representatives from different segments of the industry including winemakers, media, and restaurant and retail professionals. All panelists must have previous competition experience; many have considerable experience, and several are organizers of their own competitions.



Each Gold Medal and Double Gold Medal wine is further judged, by all judges, against similar wines for Best of Class Awards in: Dry White, Dry Red, Semi-Dry White, Semi-Dry/Sweet Red, Sparkling, Dessert, Rosé and Fruit. There is no Best of Class for Spirits.

Wines are judged from dry to sweet and from white to red within sweetness level. Younger vintages precede older ones. Appropriate palate cleansers are available throughout.



COMPETITION PROCEDURES – ADVANCED AWARDS

BEST OF CLASS AWARDS

Only Gold and Double Gold Medal winners with 50 or more cases available for sale are considered for Best of Class awards. If there are no Gold Medal wines in a class, Best of Class will not be awarded that year. There is no Best of Class for Spirits. A minimum number of votes is necessary to award a Best of Class; therefore, a Best of Class may not be awarded in every class every year.

Definitions

- ❖ Best of Class – Dry White
Eligible are all white 100% grape wines under 1% RS, including rosé
- ❖ Best of Class – Semi-Dry White
Eligible are all white 100% grape wines that are 1% RS and above, including rosé, that are not included in the Dessert Class
- ❖ Best of Class – Dry Red
Eligible are all red 100% grape wines with less than 1% RS
- ❖ Best of Class – Semi-Dry/Sweet Red
Eligible are all red 100% grape wines that are 1% RS and above that are not included in the Dessert Class
- ❖ Best of Class – Rosé
Eligible are all rosé 100% grape wines
- ❖ Best of Class – Dessert
Eligible are all 100% grape Late Harvest, Ice, and fortified wines; and either grape or fruit wines over 8% RS; plus any wine labeled “Dessert”
- ❖ Best of Class – Sparkling
Eligible are all sparkling 100% grape wines
- ❖ Best of Class – Fruit
Eligible are all fruit wines up to 8% RS, including fortified, sparkling and fruit-flavored grape wines

JUDGES’ MERIT AWARD

This award is not given every year.

The following Gold Medal wines are eligible for this award:

- ❖ Gold Medal wines for which there is no Best of Class
- ❖ Runners-up in the Best of Class rounds that received votes totaling 75% of the winner’s votes



ENSURING A QUALITY COMPETITION

- ❖ The unique entry class system of the Michigan Wine and Spirits Competition does not reward higher residual sugar (RS) wines that are entered in lower RS categories. All wines are grouped with wines of similar RS and in ascending order. Panel captains are instructed to remove a wine from a flight if it appears to have higher-than-stated RS. It is then inserted into the appropriate later flight. Judges will do their best to accurately evaluate a wine with lower-than-stated RS, should that occur.
- ❖ This is one of the few competitions that insists that wines actually be bottled at the time of entry. We do not allow special blends or tank samples. What the judges taste is what the consumer will get.
- ❖ Only wines meeting the labeling standard for a “Michigan” appellation may be entered.
- ❖ Wines labeled “American” are not eligible for entry to the competition, even if the fruit meets the standard for a “Michigan” appellation.
- ❖ Judges are informed that varietal character is an extremely important part of evaluating cool-climate wines. For this reason, a winery that misrepresents the varietal makeup of a wine to the extent that varietal character is compromised will be penalized, not rewarded.
- ❖ Judges are selected based on reputation, and firsthand knowledge of their ability to appreciate all aspects of the Michigan wine industry, including native varieties, hybrid, vinifera, fruit, and spirits. Many judges at the Michigan Wine and Spirits Competition have international reputations for their abilities.
- ❖ Wines are presented dry to sweet and white to red. See the entry class system for details. Wines are served from lower to higher numbers, from lower to higher sugar, and from younger to older vintage.
- ❖ Wines are served already poured into glasses with a base tag that lists only the number of the wine. Each judge has a list of these numbers along with the general category, vintage and RS for each.
- ❖ Scent is forbidden in the judging area.
- ❖ Insofar as possible, panels are composed of members from different segments of the industry, including restaurant, retail, winemaker, and media.





COMPETITION ENTRY RULES

Contact: Karel Bush, Michigan Grape and Wine Industry Council, 517-241-4468

**Entry forms are due no later than
Friday, July 16, 2010**

**All wine must be delivered between
July 12 and July 22, 2010**

Make checks payable to: Michigan Dept. of Agriculture

Mail entry forms and check to:

Karel Bush
Michigan Department of Agriculture
PO Box 30776
Lansing, MI 48909-8276

**Enclose a copy of your entry form with your
wine and deliver to:**

Michigan Department of Agriculture
Wine Competition
525 W. Allegan St.
Lansing, MI 48933

To pay by credit card, follow instructions on the Credit Card Payment Form (enclosed – also available online).

Wine Judging Schedule:

8:30 a.m., Tuesday, August 3, 2010 at the Kellogg Hotel and Conference Center, East Lansing, Michigan

Rules and Regulations

1. Only wines and spirits may be entered. The competition is not designed to accommodate judging of meads and hard ciders.
2. All entries must be made on the official entry form. Photocopies are acceptable. Two copies of the entry form are required. Enclose one copy with fees. Enclose a second copy with the wine.
3. An administrative fee of \$25 per winery must accompany the form.
4. An entry fee of \$40 per wine must also accompany the form.
5. The entry form must be completed in every detail; and all information must be true and correct. Violation of the rules will result in disqualification.
6. An official entry shall consist of (3) 750ml bottles, (4) 375ml bottles or the equivalent volume for wine; or (2) 375ml bottles for spirits.
7. Whether or not they are so labeled, each entry must meet the requirements for the “Michigan” appellation of origin. No wine labeled “American” may be entered, even if the fruit meets the requirements for a “Michigan” appellation.
8. All wines must be bottled at the time of submission. No barrel samples, tank samples or special bottlings may be submitted.
9. Eligible entrants are those holding Michigan small winemaker or winemaker licenses.
10. Indicate on the entry form the number of cases available for sale as of the entry deadline date. Wines with fewer than 50 cases available will be eligible for medals but not for advanced awards.
11. It is extremely important that accurate varietal and residual sugar percentages be included on the entry form. To ensure fair and accurate results, wines will be judged in groups that are similar in these regards.
12. Because of their distinctive character, all wines containing any percentage of Native varieties must be entered as Native.
13. Wines containing 75% or more vinifera must be entered as vinifera; wines containing 75% or more French Hybrid must be entered as French Hybrid. French Hybrid shall mean the same thing as “interspecific hybrid.”
14. All wines will be judged “blind” – all reasonable efforts are made to ensure that the samples cannot be identified.
15. Judges will be sought on the basis of proven competence and their ability to contribute to the judging process.
16. Panels of 4 judges will taste, evaluate and discuss each wine to arrive at a consensus for awarding it Double Gold, Gold, Silver, Bronze, or No Medal. A Double Gold will consist of a unanimous Gold Medal vote from all panel members. Disputes will be settled by the Superintendent, who may cast an additional vote or send the sample to another panel.
17. Except as noted above, All Gold and Double Gold Medal wines are eligible for one of the following advanced awards:

Best of Class - Dry Red	Best of Class - Sparkling	Judges’ Merit Award
Best of Class - Semi-Dry/Sweet Red	Best of Class - Dessert	
Best of Class - Dry White	Best of Class - Fruit	
Best of Class - Semi-Dry White	Best of Class - Rosé	
18. Judges will vote for the Best of Class awards and Judges’ Merit Award without discussion.
19. The Superintendent will announce the medal winners at the conclusion of the competition. Best of Class trophies will be presented at a reception at the Kellogg Hotel and Conference Center on August 5, 2010. Results will be distributed to all entrants within one week.
20. Upon receipt of a written and signed complaint that a medal-winning wine was not in fact eligible for the competition, the Superintendent will investigate.



INSTRUCTIONS FOR ENTRY FORM

Please read carefully. It is important that your wines and forms be well-organized. Each year, errors in coding by wineries result in wines being evaluated by the judges in flights that do not present the wines to best advantage.

❖ Submitting Your Entry Form/Payment of Fees

- **Entry forms and payment must be received by July 16, 2010.**
- **Enclose one copy of entry form with corresponding wine and ship to address on entry form.**
- **To pay by credit card (VISA/MasterCard/Discover):** Complete Credit Card Payment Form and fax or mail with entry form using instructions on Credit Card Payment Form. Keep a copy of the form as your receipt. If there are discrepancies upon receiving your credit card statement, contact Karel Bush at 517-241-4468.
- **To pay by check, make checks payable to Michigan Department of Agriculture.** Mail entry form and your check to: Karel Bush, Michigan Department of Agriculture, PO Box 30776, Lansing, MI 48909-8276.

❖ Winery Name

This is the name on the label by which you identify it in print – the name under which your award-winning wine will be listed in publicity. The public must be able to identify the wine using the name you provide. Use a separate form for each winery name. For example – Leelanau Cellars vs. Leelanau Ltd. or Chateau Grand Traverse vs. Grand Traverse Select.

❖ Class Code

Please follow the instructions included in this booklet. The broad purpose of this system is to have the order of the class codes be the order in which the wines will be poured for the judges.

❖ Vintage

Must be filled in or use NV.

❖ Name of Wine

The name of the wine on the label – the name we will use in publicizing your award-winning wine. The public must be able to identify which of your wines has won. Include here all relevant information – vineyard designation, semi dry (if part of the name), late harvest (if part of the name), barrel fermented (if part of the name), etc.

❖ Appellation/AVA

Use OMP, LP, LMS and FN only. List only if the AVA is actually on the label. All wines submitted must qualify for the “Michigan” appellation whether they say so or not. Wines labeled with an “American” AVA are not eligible for entry, even if the fruit meets the requirements for a “Michigan” appellation.

❖ Varietal Breakdown

Please give at least rough percentages here.

❖ Residual Sugar

Must be filled in. If less than 0.2%, use 0. Otherwise, please try to be accurate.

❖ Late Harvest and Ice Wines

Late Harvest and Ice Wines will be served to the judges in separate flights. If you would like your wine judged along with other Late Harvest or Ice Wines, and it meets TTB label requirements, check the appropriate box on the entry form.

Your wine will be entered in a class with a four-digit number. Use the following tables to create that number and enter it in the appropriate place on the entry form.

First Position

- 1--- Brut Sparkling (<1.5%RS) – 100% grape table wine
- 2--- Dry White (<1%RS) – 100% grape table wine
- 3--- Dry Rose (<1%RS) – 100% grape table wine
- 4--- Dry Red (<1%RS) – 100% grape table wine
- 5--- Semi-Dry/Sweet Sparkling ($\geq 1.5\%$ RS) – 100% grape table wine
- 6--- Semi-Dry/Sweet White ($\geq 1\%$ RS) – 100% grape table wine
- 7--- Semi-Dry/Sweet Rose ($\geq 1\%$ RS) – 100% grape table wine
- 8--- Semi-Dry/Sweet Red ($\geq 1\%$ RS) – 100% grape table wine
- 9--- Other – Fruit (including sparkling), Flavored, Fortified (including fruit), Spirits

Second Position

- 0-- French-American Hybrid ($\geq 75\%$) table wine
- 1-- Hybrid/Vinifera Blend (<75% either) table wine
- 2-- Vinifera ($\geq 75\%$) table wine
- 3-- Native Varieties (any percentage) table wine
- 4-- Flavored Grape Wine (including sparkling)
- 5-- Fruit 100% (including sparkling)
- 6-- Fortified (including fruit)
- 7-- Spirits – all



Third Position

- 0- Charmat Sparkling – including fruit
- 1- Bottle Fermented Sparkling – including fruit
- 2- All Still Grape Wines – including flavored
- 3- Still Fruit Wines
- 4- Fortified Grape
- 5- Fortified Fruit
- 6- Spirits – Grape
- 7- Spirits – Fruit

Fourth Position

Except for sparkling, list by variety if 75% or more, regardless of label description. This position makes specific the general choices made above.

- 0 Blanc de Blanc Sparkling, Seyval, DeChaunac, Pinot Blanc, Gamay, Niagara, Apple
- 1 Mixed Sparkling, Chardonnay, Marechal Foch, Pinot Gris/Grigio, Pinot Noir, Catawba, Cherry
- 2 Blanc de Noir Sparkling, Vignoles, Chancellor, Unoaked Chardonnay, Cabernet Franc, Concord, Pear
- 3 Rose Sparkling, Cayuga, Baco Noir, Oak-aged Chardonnay, Cabernet Sauvignon, Peach
- 4 Red Sparkling, Vidal, Chambourcin, Riesling, Merlot, Apricot
- 5 Traminette, Gewurztraminer, Strawberry
- 6 Raspberry
- 7 Other Grape, Other Fruit, Fruit Flavored
- 8 Blended Table Wines (<75% single variety), Mixed Grape or Fruit Spirits, Mixed Fruit
- 9 Other Flavored (Including Fortified)

(NOTE: For 7, 8 and 9 – Be sure to fill in the column for “Varietal Breakdown”)



MISCELLANEOUS INFORMATION

2010 JUDGES

Christopher Cook – Superintendent

Wayne Belding – Master Sommelier,
The Boulder Wine Merchant

Dan Berger – Wine Writer; Director,
Riverside Int'l Wine Competition

Peter Bell – Winemaker,
Fox Run Vineyards

Joe Borrello – President,
Tasters Guild International

Brian Cain – Viviano Wine Importers

David Creighton – Wine Writer

Amanda Danielson – Owner,
Trattoria Stella

Jill Ditmere – JAD Productions

Ron Edwards – Master Sommelier

David Ethridge – President,
Tasters Guild-Lapeer

Joel Goldberg – Publisher, michwine.com

Scott Harvey – Owner/Winemaker,
Scott Harvey and Janus Wines

Eleanor Heald – Wine Writer,
Appellation America,
Quarterly Review of Wines

Raymond Heald – Wine Writer,
Appellation America,
Quarterly Review of Wines

Patty Held – Wine Consultant

Stan Howell – VESTA;
MSU Dept. of Horticulture (Retired)

Ellen Landis – Sommelier,
Landis Shores Oceanfront Inn

Bob Madill – Sheldrake Point Vineyard

Roz Mayberry – Wine Buyer,
D&W Fresh Market

Sally Mohr – Master Sommelier,
The Boulder Wine Merchant

Dr. Richard Grant Peterson –
Winemaker, Richard Grant Wine

Richard Scheer – Owner,
Village Corner Wine Shop

Madeline Triffon – Master Sommelier;
Director of Wine,

Matt Prentice Restaurant Group

Claudia Tyagi – Master Sommelier,
Consultant

James VanderKolk – Elite Brands

MEDIA CONTACT

Karel Bush
517-241-4468

Michigan Grape and Wine Industry Council
P.O. Box 30017 • Lansing, MI 48909

2009 BEST OF CLASS WINNERS

Dry RedGill's Pier 2007 Cabernet Franc/Merlot

Dry WhiteLeft Foot Charley
2008 Pinot Blanc "Island View Vineyard"

Semi-Dry WhiteBel Lago 2008 Gewurztraminer

RoséForty-Five North 2008 Pinot Noir Rosé

DessertFenn Valley 2008 "42" Ice Wine

FruitLongview Winery Reserve Cherry Wine

Judges' Merit Award.....Black Star Farms 2008 Arcturos Dry Riesling

POINT OF SALE MATERIALS

1½" round "Gold Medal" and
"Best of Class" Decals available –
affix to bottles to promote your
award-winning wines!



Contact Sherri Goodreau
Ph 517-241-3415 • Fax 517-335-0628

Michigan Grape and Wine Industry Council
P.O. Box 30017 • Lansing, MI 48909

Michigan Wine & Spirits Competition

GOLD MEDAL RECEPTION

Kellogg Hotel and Conference Center • East Lansing
Thursday, August 5 • 5:00 – 8:00 p.m.

*Meet the judges and several Michigan winemakers. Taste award-winning wines
selected earlier in the week by 24 nationally recognized judges.*

Sponsors:

*Michigan Grape and Wine Industry Council
Kellogg Hotel and Conference Center*

