



THE SOUTHEAST REGIONAL WINEMAKER CHALLENGE

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**THE SOUTHEAST REGIONAL
WINEMAKER CHALLENGE**



2024 WINE ENTRY INSTRUCTIONS

**SAMPLE ENTRY DEADLINE:
DECEMBER 3RD, 2024**

JUDGING: DECEMBER 4TH – 11TH



**THE SOUTHEAST REGIONAL
WINEMAKER CHALLENGE**

BENEFITS TO ENTERING

- **EXCLUSIVITY**

This is a regional competition that **ONLY** rates wines exclusively produced and bottled in the Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN).

- **FOUR WAYS TO WIN**

You've spoken and we've listened- we now offer more ways to medal and take home accolades from this competition. Ways to win include:

- Standard medaling: Gold, Silver, and Bronze
- Best in Class
- Winery of the Year
- Label & Bottle Design

- **SIX TIER, MULTI-CHANNEL PROMOTION PROGRAM**

We help promote your brand and get the word out! Winners will be featured through our regional media partners, press releases to thousands of industry insiders, as well as, medals, bottle stickers, and through all Libation Media platforms that reach hundreds of thousands of individuals.

- **YOU'RE NOT DIRECTLY COMPETING AGAINST OTHER ENTRIES**

Our quality-based scoring system awards medals through independent, standalone evaluation rather than through comparison against other submissions.



THE SOUTHEAST REGIONAL WINEMAKER CHALLENGE

THANK YOU FOR YOUR INTEREST in this year's Southeast Regional Winemaker Challenge produced by Libation Wine, Beer, and Spirits Awards! This document includes all the forms and instructions you will need to submit your entries. Your initial registration and payment **must** be done online at www.SoutheastWineChallenge.com. You will use this paper document to submit your entries to the competition.

If you have any questions, please send an e-mail to info@libationawards.com.

ELIGIBILITY AND CONDITIONS

1. Any commercial wine produced by a professional winery located in the Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN) may be entered.
2. There is no limit to the number of wines entered. However, no wine may be entered in more than one class category.
3. Wines entered in Competitions from previous years are welcome.
4. The Competition reserves the right to photograph any entry and reproduce it in catalogs, posters, publications, on our website, and in publicity issued by the Competition.

JUDGING CRITERIA

The Competition uses a modified 100-point Davis system. Entries will be adjudicated across 5 categories: Appearance, Aroma & Bouquet, Taste & Texture, Aftertaste, and Overall Impression. Each category is worth up to 20 points.

Medals are awarded as follows:

Gold: 90-100

Silver: 80-89

Bronze: 70-79

TASTING COMPETITION

Our **quality-based scoring system** allows for medals to be awarded through independent evaluation, rather than through comparison against other submissions. It is possible, and likely, that multiple gold, silver, or bronze awards will be awarded in each category. Each entry also has 3 additional ways wineries can win in the competition. See panel below.

AWARDS AND RESULTS

Winners will be notified by e-mail during the week following the Competition.

FOUR WAYS TO WIN

There are FOUR WAYS for wineries to WIN for every submission:

Gold, Silver, & Bronze: Our panel of judges will be scoring each submission using a double blind, modified Davis scale. This point-based scoring system allows for multiple Gold, Silver, and Bronze awards per category. By using this method of scoring and medaling, producers are not competing against each other, but rather being evaluated on an individual basis.

Best in Class: The top score holder in each category will be recognized as "Best in Class of 2024"

Winery of the Year: Submitting four or more items will automatically enter you into the running for Winery of the Year. The average score of each eligible winery's submissions will determine winery of the year.

Bottle Art & Label Design: You spend a lot of time designing your labels- opt to have them adjudicated so they get the credit they deserve!



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WE CAN HELP

Throughout every step of the Competition, we want to help you succeed. We'll answer any question you may have during the application process. Once you win a medal, we offer a wealth of tools and resources to help you turn your success into marketing gold.

BENEFITS TO ENTERING

- **Medals and Bottle Stickers Increase Sales.** Gold medal, best in class and winery of the year will receive medals/plaques. Bottle stickers will be available as well. Bottle stickers are proven to improve sales.
- **As Many Medals as Points Dictate.** Our judging model results in as many medals being awarded as point totals dictate.
- **Industry Leading PR and Marketing for Your Brand.** All award winners receive exposure through our six tiered PR and marketing plan- including separate state, regional, and national press releases in wine media, as well as separate online branding and marketing.
- High-quality, high-resolution medallion imagery is available for licensed use in online, print and POS materials for winners.
- Developed exclusively for medal winners, a **complimentary marketing toolkit** will provide ideas, tips and strategies for promoting your award to increase visibility and maximize sales.

WE OFFER A SIX TIER PROMOTIONAL PLAN

PROPRIETARY BRANDING

Use our trademarked and well-recognized logos in your brand building efforts.

AWARD MEDAL & STICKERS

Gold medal, best in class, and winery of the year will receive medals/plaques.

PRESS RELEASE TO INDUSTRY LEADERS

Winners will be published in our annual newsletter to THOUSANDS of industry leaders and insiders.

LOCAL, REGIONAL, AND NATIONAL MEDIA

Winners will be published in highly read state newspapers and will be included in press releases at the state, regional, and national level. You may also use the press release for your own marketing purposes.

SOCIAL MEDIA

We will promote event results on our social media outlets including: Facebook, Instagram and Twitter- with over 200,000 annual reach.

WEB EXPOSURE

Winners will be posted on LibationAwards.com and any other applicable websites. You may link freely to these announcement lists to enhance your brand.



THE SOUTHEAST REGIONAL WINEMAKER CHALLENGE

WINE CLASS CODES

Sparkling Wines

- 100 Sparkling White <2.5% rs
- 101 Sparkling White >2.5% rs
- 102 Sparkling Rose <2.5% rs
- 103 Sparkling Rose >2.5% rs
- 104 Sparkling Red <2.5% rs
- 105 Sparkling Red >2.5% rs
- 106 Sparkling Fruit < 2.5% rs
- 107 Sparkling Fruit > 2.5% rs
- 108 Other
- 109 Flavored Sparkling

Blush and Rose Wines

- 301 Varietal Roses
- 302 Rose Blends
- 303 Other

Red Wines

- 400 Pinot Noir < \$20.00
- 401 Pinot Noir \$20.01 - \$40.00
- 402 Pinot Noir \$40.01 - \$75.00
- 402.5 Pinot Noir > \$75.01
- 403 Sangiovese
- 404 Barbera
- 405 Italian Type Red Blends
- 406 Tempranillo
- 407 Other Red Varietals
- 408 Other Red Blends
- 409 Syrah/ Shiraz <\$20.00
- 410 Syrah/ Shiraz >\$20.01
- 411 Grenache
- 412 Petite Sirah
- 413 Rhone Type Red Blends
- 414 Zinfandel <\$20.00
- 415 Zinfandel >\$20.01
- 416 Malbec

- 418 Merlot < \$20.00
- 419 Merlot > \$20.01
- 420 Cabernet Franc
- 421 Cabernet Sauvignon < \$20.00
- 422 Cabernet Sauvignon \$20.01 - \$40.00
- 423 Cabernet Sauvignon \$40.01 - \$75.00
- 423.5 Cabernet Sauvignon > \$75.01
- 424 Other Red Bordeaux Type Varietals < \$20.00
- 424.5 Other Red Bordeaux Type Varietals > \$20.01
- 425 Red Bordeaux Type Blends < \$20.00
- 426 Red Bordeaux Type Blends \$20.01 - \$40.00
- 427 Red Bordeaux Type Blends \$40.01 - \$75.00
- 427.5 Red Bordeaux Type Blends > \$75.01
- 428 Proprietary (House) Red
- 429 Other

White Wines

- 200 Chenin Blanc
- 201 Riesling dry 0.0 - 0.9% rs
- 202 Riesling semi-dry 0.91 - 2.0% rs
- 203 Riesling semi-sweet 2.1 - 4.0% rs
- 204 Riesling sweet >4.1% rs
- 205 Gewurztraminer <3.0% rs
- 206 Gewurtztraminer >3.1% rs
- 207 Semillon
- 208 Muscat Varietals 0.0 - 5.0% rs
- 209 Other White Varietals
- 210 Other White Blends
- 211 White Bordeaux Type Blends
- 212 Sauvignon Blanc < \$20.00
- 213 Sauvignon Blanc > \$20.01
- 214 Pinot Gris/ Grigio
- 215 Pinot Blanc
- 216 Viognier
- 217 Chardonnay < \$20.00
- 218 Chardonnay \$20.01 - \$40.00
- 219 Chardonnay \$40.01 - \$75.00
- 220 Chardonnay > \$75.01



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- 221 Other
- 222 Unoaked Chardonnay
- 223 Spanish White

Late Harvest and Dessert Wines

- 500 LH White Varietals
- 501 Muscat Varietals >5.1% rs
- 502 LH Zinfandel
- 503 Other LH Red Varietals
- 504 Ice Wine
- 505 Other

Boxed Wines

- 1600 Red Wines
- 1601 White Wines

Canned Wines

- 1100 White Wines
- 1101 Flavored White Wines
- 1200 Red Wines
- 1201 Flavored Red Wines
- 1300 Rose Wines
- 1301 Flavored Rose Wines
- 1400 Sparkling Wines
- 1500 Red Wine Coolers
- 1501 White Wine Coolers
- 1502 Rose Wine Coolers
- 1503 Flavored Wine Coolers
- 1504 Fruit Wine Coolers

Cider

- 998 Hard Cider (carbonated)
- 999 Cider (non-carbonated)

Distilled Beverage

- 900 Brandy
- 901 Grappa
- 902 Eau de Vie

- 903 Other distilled grape and fruit spirits

Fortified Wines

- 800 Sherry
- 801 Port
- 802 Fortified Fruit Wines
- 803 Other

Fruit Wines, Vermouth and Other Wine Types

- 700 White Vermouth
- 701 Red Vermouth
- 702 White Fruit Wines
- 703 Red Fruit Wines
- 704 Meads
- 705 Fresh Fruit Sangrias
- 706 Other

Native American and Hybrid Wines

- 600 Native American White Varietals
- 601 Native American White Blends
- 602 White Hybrid Varietals
- 603 White Hybrid Blends
- 604 White Hybrid Vinifera Blends
- 605 Native American Red Varietals
- 606 Native American Red Blends
- 607 Red Hybrid Varietals
- 608 Red Hybrid Blends
- 609 Red Hybrid Vinifera Blends
- 610 Native American Vinifera Blends
- 611 Other
- 612 Rose Varietal

Sake

- 1000 Sake



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SENDING FORMS AND PAYMENTS

The entry fee is \$85 per wine. Payment and organization registration **must** be done online at SoutheastWineChallenge.com. Wine information form will be sent with wine sample entries.

NUMBER OF SAMPLES

Two (2) 750ml samples or equivalent.

SHIP TO

SRWC

C/O Libation Magazine Global Headquarters
8665 Sudley Road #195
Manassas, VA 20110

A sample label has been included in this document.

Entries must be shipped via commercial carrier (UPS, FedEx, DHL, etc.) and may NOT be shipped through USPS

INCLUDE

A copy of your completed wine information form and copy of your online registration.

WRITE

On the boxes: "SAMPLE MATERIALS. FOR EVALUATION PURPOSES. NOT FOR RESALE"

For shipments of more than one box, mark each box: "BOX 1 OF 4," "BOX 2 OF 4," etc.

KEEP

A copy of your online registration and payment and wine information form for your records.

E-MAIL: info@libationawards.com

UNUSED PORTIONS at the conclusion of the competition become the property of The Southeast Regional Winemaker Challenge.

DO NOT SEND ENTRY FEES WITH YOUR WINE. FEES AND ORGANIZATION REGISTRATION MUST BE DONE ONLINE AT WWW.SOUTHEASTWINECHALLENGE.COM

ALL ENTRY FORMS, FEES, AND WINE MUST ARRIVE BEFORE December 3rd, 2024

Judging will take place between December 3rd – 11th, 2024

All judging is closed to exhibitors and the general public

SHIPPING LABEL

FROM:



2024 SRWC

c/o Libation Magazine Global Headquarters
8665 Sudley Road, #195
Manassas, VA 20110

(SAMPLE MATERIALS. FOR EVALUATION PURPOSES. NOT FOR RESALE)

Box ___ of ___

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FROM:



2024 SRWC

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Box ___ of ___