



The Michigan Vintner Invitational

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**The
Michigan
Vintner
Invitational**



2025 WINE ENTRY INSTRUCTIONS

**SAMPLE ENTRY DEADLINE:
Tuesday, April 22nd, 2025**

JUDGING: Wednesday, April 23rd – 30th



The Michigan Vintner Invitational

BENEFITS TO ENTERING

- **EXCLUSIVITY**

This is a state competition that ONLY rates wines produced and bottled in Michigan to determine which wines are considered the Best of the Best. Eligibility only includes wines made in Michigan.

- **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 Double Gold
- 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 targeted regional media push, press releases to thousands of industry insiders, as well as, gold 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 Michigan Vintner Invitational

THANK YOU FOR YOUR INTEREST in this year's Michigan Vintner Invitational 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.MIVintnerInvitational.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 MICHIGAN winery 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 Michigan Vintner Invitational 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 the 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 Double Gold: The top Gold score recipient in each category will be recognized as "Best in Class" and upgraded to double gold.

Winery of the Year: Submitting four or more entries 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. Graphics for the self-production of bottle stickers will be provided. ***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 competition 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 MEDALS

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

PRESS RELEASE TO INDUSTRY LEADERS

Winners will be included in Libation Magazine's digital publication to THOUSANDS of industry leaders and insiders.

LOCAL, REGIONAL, AND NATIONAL MEDIA

Winners will be included in a press release to state, regional, and national level media. 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 individual 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.



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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

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 Gewurztraminer >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
- 221 Other
- 222 Unoaked Chardonnay

223 Spanish White

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



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427.5 Red Bordeaux Type Blends > \$75.01
428 Proprietary (House) Red
429 Other

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

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

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

Fortified Wines

800 Sherry

801 Port
802 Fortified Fruit Wines
803 Other

Cider

998 Hard Cider
999 Cider

Distilled Beverage

900 Brandy
901 Grappa
902 Eau de Vie
903 Other distilled grape and fruit spirits

Sake

1000 Sake

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

Boxed Wines

1600 Red Wines
1601 White Wines



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SENDING FORMS AND PAYMENTS

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

NUMBER OF SAMPLES

Two (2) 750ml samples or equivalent.

SHIP TO

MVI

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

An address label has been included in this document for you to use if you wish.

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 Michigan Vintner Invitational.

MEDALS AND AWARDS Gold medal winners will receive physical medals. Silver and Bronze winners will receive digital medals. Please allow up to 6 weeks after judging to receive physical medals and other awards.

DO NOT SEND ENTRY FEES WITH YOUR WINE.

FEES AND ORGANIZATION REGISTRATION MUST BE DONE ONLINE AT WWW.MIVintnerInvitational.COM



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2025 THE MICHIGAN VINTNER INVITATIONAL INFORMATION FORM

DEADLINE FOR ENTRY: April 22nd, 2025

Producer Name: _____ (You must register as a producer and pay your entry fee online at MIVinterInvitational.com)

Class Code	Vintage per label or N/A	Wine Name: Varietal, blend, or proprietary name as it appears on the label. Include Brand name if different than Winery above.	Identifying designations such as Reserve, Estate Grown, specific vineyard, etc. ONLY if on label.	Appellation per label	Percentage of Each Grape or other ingredient if any (For verification of coding)	Residual Sugar Percent	Alcohol Percentage	Retail Price USD

(make multiple copies as needed)

SHIPPING LABEL

FROM:



The
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2025 MVI

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

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

Box ___ of ___

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Box ___ of ___