



Virginia Wine Master's Program
Cellar Awards for Retailers
(Deadline for submissions is March 15, 2013)

Independent Stores and Specialty Shops

(a single store or any retailer group consisting of between one and four stores)

**Virginia wines must carry Virginia appellation*

Gold-Case Award

1. Retailer must display a separate case stack of Virginia wine at least 5 times a year for a minimum of 2 weeks.
2. Retailer must maintain a minimum of 10 Virginia Wineries on the shelf at all times.
3. If retailer has a "tasting license", they must conduct at least 5 Virginia Wine tastings per year.
4. Retailer must satisfy at least 3 of the promotional activities listed at the bottom of this form.

Silver-Case Award

1. Retailer must display a separate case stack of Virginia Wine at least 3 times a year for a minimum of two weeks each time.
2. Retailer must maintain a minimum of 6 Virginia Wineries on the shelf at all times.
3. If retailer has a "tasting license", they must conduct at least 3 Virginia wine tastings per year.
4. Retailer must satisfy at least 2 of the promotional activities listed at the bottom of this form.

Promotional Activities

- Newsletter feature on Virginia wine (print or electronic)
- Creative merchandizing concept to draw attention to Virginia wines
- Creative Educational Programs for Staff and/or customers
- Storeowner, management or a member of the staff must visit at least 2 Virginia wineries or attend at least 2 Virginia wine events each year. (Documentation should include date, winery or event visited, and person's name that attended.)
- Sponsor a special event or mini-wine festival in store to showcase Virginia wines.
- Coordinate a Virginia wine dinner with a local restaurant or B&B.

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Cellar Awards**
(Deadline for submissions is March 15, 2013)

INDEPENDENT STORES/SPECIALTY SHOPS APPLICATION FORM

RETAILER NAME: _____

CONTACT: _____ E-MAIL: _____

ADDRESS: _____

CONTACT PHONE: _____ FAX: _____

WEBSITE: _____

NUMBER OF STORES: _____ TASTING LICENSE: (Y/N) _____

NOMINATING FOR: **GOLD-CASE AWARD** **SILVER-CASE AWARD**

Award Criteria

Number of Virginia Wineries on the shelf at all times: _____
(must be at least 10 wineries for Gold-Case, 6 wineries for Silver-Case)

Number of times per year displaying a separate case stack of Virginia Wine _____
(must be at least 5 times/year for Gold-Case, 3 times/year for Silver-Case)

Number of Virginia Wine Tastings conducted per year _____
(must be at least 5 tastings/year for Gold-Case, 3 tastings/year for Silver-Case (if no tasting license, please indicate))

Promotional Activities

(must have completed at least 3 for Gold-Case, 2 for Silver-Case within the last 12 months)

- Newsletter feature on Virginia wine (print or electronic)
- Creative merchandizing concept to draw attention to Virginia wines
- Creative Educational Programs for Staff and/or customers
- Storeowner, management or a member of the staff must visit at least 2 Virginia wineries or attend at least 2 Virginia wine events each year. (Documentation should include date, winery or event visited, and person's name that attended.)
- Sponsor a special event or mini-wine festival in store to showcase Virginia wines.
- Coordinate a Virginia wine dinner with a local restaurant or B&B.

** All Retailers **must** display the Virginia Winery Guide year-round to be nominated.

Return completed form and supporting documentation to:

Virginia Wine Marketing Office ♦ 1001 East Broad Street, Suite 140 ♦ Richmond, VA 23219
Phone: (804) 344-8200 ♦ Fax: (804) 344-8332 ♦ Email: information@virginiawine.org