



**Virginia Wine Masters Program**  
**Crystal Stem Awards for Restaurants**  
**(Deadline for submissions is March 15, 2013)**

*\*Virginia wines must carry Virginia appellation*

1. Any on-premise licensee (restaurant, caterer, hotel or club/resort) serving Virginia wines by the bottle or glass can be nominated for this award by e-mail of application or mailing a copy of the nomination to the Virginia Wine Marketing Office.
2. All documentation must be complete, and include supporting documentation. The review committee reserves the right to request additional documentation if needed.
3. Award winners will be announced at the annual Virginia Wine Honors program, and will be featured free of charge on the Virginia Wine Industry website.

**Five-Stem Award Criteria**

- 1a. List and serve 10 Virginia wines from at least 5 different Virginia wineries or have at least 20% of their published wine list consist of Virginia Wines. (The wine list must be scanned and e-mailed or hard-copy mailed for documentation) or
- 1b. Serve at least 3 Virginia wines by the glass or as house wines year round. (If this option is used, it cannot be counted in the promotional activity section.)
2. The restaurant has to satisfy at least 3 features from the list of promotional activities below.

**Three-Stem Award Criteria**

- 1a. List and serve 6 Virginia Wines from at least 3 different Virginia Wineries or have at least 10% of their published wine list consist of Virginia Wines.
- 1b. Serve at least 2 Virginia wines by the glass or as house wines year round. (If this option is used, it cannot be counted in the promotional activity section.)
2. The restaurant has to satisfy at least 2 features from the list of promotional activities below.

**Promotional Activities**

- Serve Virginia wines by the glass (If used as a promotional item, it cannot be used as a Five-Stem Award criteria)
- Virginia Wine Table Tent feature or Menu Insert for a minimum of 30 days
- Hotel Banquet Feature Pour offered on all Banquets
- A Virginia Wine House Pour (Can be a Private Label Virginia Wine)
- Virginia Winemakers dinner
- Offer Creative Virginia Wine Educational Programs for Staff and/or Customers
- An Event featuring Virginia Wines exclusively or a Menu Item Paired with a Virginia Wine by the Glass
- Storeowner, management or a member of the staff must visit at least 3 Virginia wineries or attend at least 3 Virginia wine events each year. (Documentation should include date, winery or event visited, and person's name that attended.)

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**APPLICATION FORM**

RESTAURANT NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CONTACT PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

DISTRIBUTOR: \_\_\_\_\_

**NOMINATING FOR:**

**FIVE STEM AWARD**

**THREE STEM AWARD**

**Award Criteria**

*(must meet one of the two items listed below – number or percentage –  
and submit a copy of the wine list)*

Number of Virginia Wines currently served: \_\_\_\_\_  
*(must be at least 10 wines from five different wineries for Five-stem,  
6 wines from three different wineries for Three-Stem)*

Percentage of published wine list consisting of Virginia Wines: \_\_\_\_\_  
*(must be at least 20% for Five-Stem, 10% for Three-Stem)*

**Promotional Activities**

*(must have completed at least 3 for Five-Stem, 2 for Three-Stem within the last 12 months)*

- Virginia Wine by the Glass (not applicable if used as a Five or Three Stem Award criteria)
- Virginia Wine Table Tent feature or Menu Insert for at least 30 days
- Hotel Banquet Feature Pour offered on all Banquets
- A Virginia Wine House Pour (can be a Private Label Virginia Wine)
- Virginia Winemakers dinner
- Offer Creative Virginia Wine Educational Programs for Staff and/or Customers
- An Event featuring Virginia Wines exclusively or a Menu Item Paired with a Virginia Wine by the glass
- Storeowner, management or a member of the staff must visit at least 3 Virginia wineries or attend at least 3 Virginia wine events each year.

**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](mailto:information@virginiawine.org)