

Jerry D. Mead's
NEW WORLD INTERNATIONAL
WINE COMPETITION, INC.

&

Graber Olive House

Present the
27th Annual



February 26 & 27, 2017

Wine Competition Handbook
including Official Rules
and Entry Form

The 27th Annual
Jerry D. Mead's
NEW WORLD INTERNATIONAL
WINE COMPETITION, INC.
February 26 & 27, 2017

Ontario Airport Hotel

700 North Haven Avenue
Ontario, California 91764, USA

Dear Winery, Importer, or Negotiant,

Enclosed is all the information you need to participate in **Jerry D Mead's New World International Wine Competition (NWIWC)**. **NWIWC** was the first wine competition to judge wines within the same price category.

The **New World International Wine Competition** really makes sense. All the wine producing nations of the "New World" have an old world heritage in common. They all produce basically the same variety of wines, label many of them varietally, and they all tend to compete in the same marketplace.

Eligible for entry in Jerry D. Mead's **New World International** are wines produced anywhere in the **WORLD**.

Wines may be entered by the producing winery, custom-crush growers, negotiants, or appropriately designated importers or wholesalers.

We strongly encourage you to enter as many wines as possible. Last year **NWIWC** entries attracted a considerable amount of trade and media attention. More and more, consumers will look to the results of this competition as a buying guide.

We are dedicated to making **New World International** bigger and better every year and will be increasing publicity. The judging panel, based on availability, has been expanded to include international representation. Emphasis will be placed on **New World Champions, Best of Class** winners (larger categories may be divided by vintage).

The **Award Program**, which is unique to **NWIWC**, will continue to be expanded as needed to address the needs of the wine industry. Wines will have the opportunity to be named “**New World International Grand Champion**”, “**Best New World International Red**”, “**Best New World International White**”, and so on. There are also “Best of Category” awards for the most popular varietal types, such as “**Best of New World International Riesling**”, “**Best of New World International Cabernet Sauvignon**”, and others depending on entries received each year. Award sponsorships come from wineries, corporations, companies, and individuals interested in promoting excellence in viticulture and enology.

How will you feel if a competitor’s wine is declared **New World International Champion**, and you didn’t even enter? NWIWC is currently ranked as one of the top 10 wine competitions in the world as reported by the University of Texas after extensive research. NWIWC has consistently been in the top 10 for over 15 years as determined by numerous studies based on our double-blind judging, longevity and consistency.

If you have questions on any area of the competition, do not hesitate to call Jody Tillery Gmeiner, Co-Producer/Wine Coordinator at (909) 730-9586, or FAX at (909) 596-2279 or email: jody@nwiwc.com

Looking forward to your entries,

Richard Grant Peterson. Ph. D.
Jody E. Tillery Gmeiner
Laurie Crome
Scott Harvey

New World International Wine Competition

P.S. One more important reason to enter Jerry D. Mead’s **New World International Wine Competition!** It’s one of the competitions employed on the statistics of [California Grapevine](#).

**Reminder – All competition results will be posted on the website:
www.nwiwc.com**

The 27th Annual
Jerry D. Mead's
NEW WORLD INTERNATIONAL
WINE COMPETITION, INC.

Chief Judge

Event Co Producer/Wine Coordinator

Event Co Producer/Wine Coordinator

Assistant Chief Judge

Chief Wine Steward

Wine Steward

Wine Steward

Wine Steward

Richard G. Peterson, Ph. D.

Jody Tillery Gmeiner

Laurie Crome

Scott Harvey

Frank L. Lootens

Carl Bambarger

Pat Marten

Sean Gmeiner

OFFICIAL RULES

Aims and Objectives

The objectives of the **New World International Wine Competition** are:

- ◆ To promote a forum for judging wines produced in any of the wine producing regions of the **WORLD**
- ◆ To provide information to wine consumers of the quality and style of wine currently being produced in the **WORLD**.
- ◆ To help introduce unknown or unrecognized wines to the wine consumer.
- ◆ To encourage and stimulate improved viticulture practices throughout the wine regions of the **WORLD**.
- ◆ To enhance the number of accomplished wine judges, by expanding their expertise in discerning fine wines from all areas of the **WORLD**.

Entry Deadline

Entries will be received from now until February 10, 2017. Entry Fees: \$65.00 US dollars only, per entry (4 bottles) except wine vinegar which is \$5.00 US per entry (4 standard size bottles). Entry fees must accompany entry form. **One (1) label for each wine entry must also be enclosed with entry form. If labels are two-part, please send both front and back labels. **Please send entry form, entry fees and labels together to:****

**New World International Wine Competition
P .O. Box 7413
La Verne, California 91750**

Please note: entry forms and labels can be emailed to jody@nwiwc.com
Wines should be sent under separate cover, and must be received by **February 17, 2017**. Ship wines prepaid to:

**New World International Wine Competition
c/o Graber Olive House
315 E. Fourth St.
Ontario, California, U.S.A. 91764**

Should you have any questions, call or email Jody Tillery Gmeiner at (909) 730-9586 or jody@nwiwc.com.

You can also enter online at www.enfileonline.com

Eligibility

All Bonded Wineries, Importers, Licensed Negotiants and Custom Crush Growers in the **WORLD** are eligible to enter the New World International. Eligible for entry are varietal (including Hybrids, Vinifera, Labrusca, and Rotundifolia), generic and proprietary wines made from grapes or other fruits and berries. Also all distilled products (including brandy, Grappa and Pisco) made from grapes and other fruits and berries. Grape and fruit based wine coolers, flavored wines, low alcohol wines (under 10% alcohol), and non-alcohol wines are also judged, as well as vinegar.

No Grain Beverages Will Be Evaluated.

All wines exhibited must conform to State or Federal regulations and Standards of identity, and imported wines must be approved for sale in the United States by official ATF (Alcohol, Tobacco & Firearms) documentation.

Entries

NO LIMIT ON THE NUMBER OF ENTRIES. While each wine may only be entered once, any eligible participant (winery, importer, negotiant, etc.) may enter more

than one wine in any given category. **Examples:** wineries which produce several wines of the same varietal type, but with different vineyard designations; vintage and non-vintage bottlings; standard and "Reserve" bottlings and so on. As long as there is a way for the **NWI** staff and the consumers to easily determine that each wine is unique and different, all of these wines may be entered.

Multiple Vintages: More than one vintage of a given bottling designation (a varietal of "Reserve" bottlings for example) may be entered as long as every vintage submitted is commercially available. NWIWC does not offer a "Library Category", for wines no longer available for commercial sale.

Quantity: An official entry consists of four (4) standard size (750 ml) bottles or larger. Six (6) half bottles (375ml) may be substituted if the wine is available in no larger size. Twelve (12) bottles of the standard size marketed by the producer shall constitute an official entry for wine coolers. For wine vinegar, four (4) standard size bottles shall constitute an entry. If entering boxed wines, two (2) 3L boxes constitute an entry. After the competition, remaining wines are donated to charitable organizations throughout the year. See our website for a listing: www.nwiwc.com.

Classification: The New World International organizing staff will place your wines in the appropriate class for judging. To ensure that your entries are correctly classified, be sure to fill out the entry form accurately and completely, giving all requested information regarding type or varietal, vintage year (or "N/V" for non-vintage wines), brand/label designation, residual sugar content, price per bottle, and pertinent label information.

Price: The New World International will take price into consideration, allowing each wine to compete against its price peers. *No longer will the \$5 value wine have to compete against the \$40 Reserve.* All price categories will have the opportunity to compete for "Best of Variety" honors and championship awards. Depending on variety, there will be three or four price classes: inexpensive, moderate, premium and, where appropriate, super-premium/luxury classifications. The range of prices within a price classification will vary, depending on variety. (Obviously, a moderate Chardonnay is going to be more expensive than a moderate priced Chenin Blanc or White Zinfandel). Price ranges within each price class will be determined by evaluating all wines entered in each category. Wines will then be placed in the appropriate price class by the NWIWC staff. All retail prices must be quoted in US dollars. Entrants are requested to use one of the following standards for establishing retail price:

1. Single bottle, non-discounted retail price at winery tasting room.
2. Single bottle, non-discounted wholesale price marked up 50%.
3. Winery or importer wholesale f.o.b. price marked up 100%.

Note: Retail price is **not** average market price, most frequently seen price, or any other rationalization. We're looking for the highest single bottle price at which a consumer will encounter the wine. California suggested retail price is preferred. If the wine is not available in California, use the price in the state of

production, or in case of non-U.S. wines, use the suggested retail price in the home state of the importer.

Residual Sugar Classification

Table Wine: In an effort to more fairly judge wines of a given type, the New World International has established four (4) classes of residual sweetness (three(3) classes for sparkling wines) to be applied to all wines containing reducing sugars. It is therefore extremely important that the entrant provide specific percentages of reducing sugars for all entered wines. The residual sugar categories for table wines are:

Sugar Classification #1	0.00% - 0.50%
Sugar Classification #2	0.51% - 1.5%
Sugar Classification #3	1.51% - 5.0%
Sugar Classification #4	5.1% and above

Champagne and Sparkling Wine: In keeping with the traditional sparkling wine sweetness designations of natural or "sauvage", brut, extra dry, and sec dessert level sweetness, the New World International has arrived at the following sugar classifications for sparkling wines and Champagnes:

Sugar Classification #A	0.00% - 0.50%
Sugar Classification #B	0.51% - 2.0%
Sugar Classification #C	2.1% and above

Advertising

Each exhibitor, by signing the entry form, also consents to abide by the "Statement of Principles for Advertising in the Wine Industry", particularly as follows:

"I hereby agree to refrain from any misleading advertising or labelling with reference to any award which may be granted on to awards won in quality competitions. No representations will be made that states, implies, or permits the inference that a wine so labeled or advertised is the identical wine on which the award was granted, unless such is actually the case. If it is a counterpart of an award winning wine, any reference or allusion to awards will clearly avoid creating any impression that the wine so labeled and advertised is an award winner".

"I further agree that in advertising and labelling alluding to awards, no representation will be made that in any particular way is misleading or deceptive to trade or the consuming public, or is disparaging of other wines".

In the event of misleading advertising by an award winning entrant relative to a particular award or awards, the New World International, at its discretion, reserves the right to disqualify both the entrant and the award.

Enforcement of Rules

The entry requirements as stated in this handbook will be strictly enforced. Any entries found not in compliance with the entry requirements may be rejected.

Any entry form found to contain untrue information could subject such winery to be disqualified from all awards.

The New World International may, at its option, require that each wine receiving an award be certified by a qualified representative of the Wine Advisory Committee, who shall satisfy themselves that all entry requirements have been met.

The New World International also may check and verify the accuracy and validity of any entry. This information will be verified by authorized representatives through selective on-site inspections on both a random basis, and, if there is any cause for concern, by a Wine Committee member.

Entry Form

Be sure to fill out the entry form accurately and completely, giving all requested information regarding type or varietal, vintage year (or "N/V" for non-vintage wines), brand/label designation, percentage of residual sugar, price per bottle, and pertinent label information for each wine entered. The accurate percentage of reducing sugar for each entered wine must be stated on the entry form. When a wine is available only in bottle sizes other than 750ml, this must be indicated on the entry form.

The entry form must bear both the printed name (legibly printed or typewritten) of the owner, winemaker or other official representative designated and authorized by the entrant, and the signature of this person, certifying that all provisions, requirements and limitations of the entry are in complete compliance with the rules of the New World International Wine Competition, as stated in this handbook. This signature acknowledges that the entrant agrees to abide by all rules and regulations of this competition. All entries become the property of the New World International Wine Competition. The telephone number of the entrant shall be listed on the entry form, to be used for contact in the case of questions, and for notification of awards.

Incomplete entry forms may be cause for disqualification and the entry fee forfeited at the sole discretion of the Chief Judge and Committee.

Judging Location

Judging will take place at Ontario Airport Hotel, 700 N. Haven Ave. Ontario, California 91764, USA on February 26 & 27, 2017.

Notification of Awards Procedure

All award winners will receive notification of their awards by email/FAX/mail shortly after the completion of the wine judging. All competition results will be posted at www.nwiwc.com.

Awards will be presented at the Jerry D. Mead's New World International Wine Extravaganza, Gold Medal Showcase & Auction, on Sunday, May 7, 2017 in Ontario, California. We hope you can attend this event as it attracts hundreds of interested wine consumers and significant regional and national media attention. Award winners who are not able to attend the Wine

Extravaganza will receive their awards by mail. All proceeds from this event benefit Pomona Valley Habitat for Humanity, *Building Houses, Building Hope*.

The Judging Procedure

All judging is "double blind", the judging panels having no knowledge of the identity of the individual wines being evaluated and they are not provided a list of entered wines prior to the competition. The wines are separated into classes according to type, price and degree of residual sugar. Each wine within a given category and class is given a unique code. All wines are poured into wine glasses coded to correspond with the codes assigned to each bottle, outside the presence of the judges.

The glasses of coded wine are then served to the judges, who work as members of a panel. There will be as many panels as deemed necessary to judge the different types of wine. The judges proceed to sample the wines, and make a preliminary screening, and then the final judging. Each judge works independently, without consultation with his fellow panel members. The panel then meets as a group to record the individual ratings, and to make the awards. The decision is then recorded on a tally sheet, which is signed by all members of the judging panel. The tally sheets are then tabulated with the aid of a specialized computer program, written specifically for recording and tabulating wine competition results. Immediately following the general judging, recommendation and consideration will be given for "**BEST OF SHOW**" awards.

Awards

The New World International presents double gold, gold, silver and bronze medals for the highest rated wines in each category. In addition, sponsored awards are presented for a number of "**Best of Variety**" and "**Best of Price Class**" categories. New in 2015, we incorporated the point system used by many of the wineries.

The following are some of the special honors a wine can win, many of which include the presentation of an award:

New World International Grand Champion -This is the wine judged overall best of show, selected from Best New & Old World Sparkling, Dessert, Red Wine, White Wine, or Grape Spirit.

Best New World International Red Wine

Best New World International White Wine

Best New World International Dessert Wine or Aperitif

Best New World International Champagne or Sparkling Wine

Best New World International Rose Wine

Best New World International Grape Spirit - (Including Brandy, Grappa, Pisco and others) and any other varietal, generic or proprietary categories. (Please feel free to inquire if your company is interested in sponsoring an award.)

Dates To Remember

Friday,

February 10, 2017

Due date for entry forms, one label per entry fee. **Please send separately from wines.**

Friday,

February 17, 2017

Closing date for receiving wines. All wines must be received by the **NWI** staff by this date. Please ship all wine entries prepaid.

Sunday, February 26, &
Monday, February 27, 2017

Wine Judging – Ontario Airport Hotel
Ontario, California 91764, USA

Sunday, May 7, 2017

Jerry D. Mead's New World International Wine Extravaganza - Awards presentation, Gold Medal Showcase & Auction.
All proceeds to benefit:
Pomona Valley Habitat for Humanity.

Jerry D. Mead - 1939 - 2000

Jerry D. Mead's New World International Wine Competition was officially established as an independent competition in 1991.

Jerry D. Mead was a well known and syndicated wine columnist, publisher, and consultant. Mr. Mead was also founder of the world's largest California-only wine competition, the Orange County Fair Commercial Wine Competition.

It was his desire to establish a wine competition that, for the first time in America and perhaps the world, pit the best wines from each price class against each other resulting in a Best of Variety award. Further he wished to offer Bronze, Silver and Gold Medals for excellence, and also sponsored trophies to recognize "Best of Class" and "Best of Show".

This desire was first realized in 1989 as a part of the National Orange Show. The competition remained as such for another year, and then, at the suggestion of partner Bill Anthony, in 1991 the first annual "Jerry D. Mead's New World International Wine Competition" began. Jerry was very proud of this competition, feeling that it ultimately served the interests of wine consumers worldwide.

One of the original three founders of NWIWC, Eileen Tillery, was working in the Home Arts Department of the National Orange Show. She was asked to begin a wine tasting event for the Show, which she did. She partnered with Jerry and Bill and they began the wine tasting portion of the National Orange Show. Next the Orange Show wanted to begin a competition, and that was also accomplished with Jerry, Eileen and Bill. After two years, Mr. Anthony had the idea that the three of them should break away from the National Orange Show

and begin their own competition and 27 years later, we still have Jerry D. Mead's New World International Wine Competition.

When Jerry passed away in 2000, Bill and Eileen made the decision to keep the competition going. Very sadly, in 2014, both Bill Anthony and Eileen Tillery passed away. One thing about NWIWC, we all became family throughout the years with the same staff, servers, and many returning judges rotating throughout the years. Biological family members have also been a part of the competition from the beginning. Eileen and Bill wanted the competition to continue, and to that end, both family and NWIWC family have decided to keep it going and to do our best to maintain the high standards set by Jerry, Eileen and Bill that continue to place NWIWC in the top ten of Wine Competitions. We look forward to serving more wineries and have plans to make some changes to keep up with the growing popularity and changes within the wine industry.

The Wine Extravaganza and Award Showcase

This event, which is normally held about eight weeks following the competition, is the competition's venue for giving out the awards to the wineries. The event brings in an audience of 500 – 600 people and continues to grow. Wineries are invited to send in at least six bottles of their gold and/or silver medal winning wines. The wines are sampled by the guests. Wineries are encouraged to participate in the event and receive their awards in person before this audience. Participating wineries are also encouraged to send their marketing materials along with the wine to the event as well as provide order forms if so desired.

We encourage wineries to participate in this great event for several reasons. The audience/guests for the event are the result of local nonprofits selling tickets that are provided by the competition. The nonprofits can also obtain sponsorships for the event. The NWIWC Wine Extravaganza has brought in over \$1 million in revenue over the years for these nonprofits.

This event is a great way to have your award winning wines sampled by the public with guests coming in from Los Angeles, Orange, Riverside and San Bernardino Counties. When you send your representative to staff your wine station, you are able to discuss your wines, showoff your medals, and take orders.

We hope that you will consider participating in this worthwhile event. Any wineries shipping/providing wine for the event will receive a letter with the Pomona Valley Habitat for Humanity tax identification number for tax purposes for donations to the 501 (c) 3 organization.

All wineries will receive a letter shortly after the competition informing them of their awards and included in that award letter will be the details for the Wine Extravaganza and Award Showcase.

New World International Wine Competition, Inc.
Post Office Box 7413
La Verne, California 91750
U.S.A.

**2017 Entry
Form Enclosed**

Or enter online at
www.enofileonline.com