



Presented by
The Salinas Valley Fair

Competition Director
Robert Whitley

COMPETITION OFFICIALS

Director	Robert Whitley
Cellarmaster	Paul Slocum
Administration	Lauren Hamilton
Computer Systems	Robert Hostetter
Volunteer Coordinator.....	Sharon Pursley
Staging Manager.....	Judy Hostetter
Salinas Valley Fair.....	Sarah Cummings

Monterey Wine Competition Judges for 2010

Chief Judge – Robert Whitley

Creators Syndicate & Wine Review Online

<i>Adam LaZarre</i>	<i>Traci Dutton</i>
<i>Mark Lovett</i>	<i>Dave Stevens</i>
<i>Ron Rawlinson</i>	<i>Thrace Bromberger</i>
<i>Kate McHugh</i>	<i>Linda Murphy</i>
<i>Rich Cook</i>	<i>Deborah Parker Wong</i>
<i>Sarah Warner</i>	<i>Kevin Walsh</i>
<i>Mark Deegan</i>	<i>Christian Roguenant</i>
<i>Paul Wagner</i>	<i>Tom Stutz</i>
<i>Bill Smart</i>	<i>Steve Pessagno</i>
<i>Wilfred Wong</i>	<i>Thom Curry</i>
<i>Tim McDonald</i>	<i>Reggie Hammond</i>

Robert Whitley, Director

Robert Whitley, who writes a wine column for the Creators Syndicate that is nationally distributed to newspapers, magazines and websites, is in his 17th year as Director of the Monterey Wine Competition. Robert also publishes the well-regarded online magazine, *WineReviewOnline.com*, where he also writes a monthly column, wine reviews, and contributes to the WRO Wine Blog on a regular basis. Robert also hosts two weekly radio shows, *Whitley On Wine* and *Gourmet Club*, and contributes to *San Diego Home Magazine*. In addition, Robert is Director of the Critics Challenge and San Diego international wine competitions, and has judged wines at the *Concours Mondial*, *Vinitaly* and the *International Chardonnay Challenge*, as well as at numerous wine competitions within the U.S.



Dear Vintners:

Thank you in advance for your interest in the 16th annual Monterey Wine Competition, hosted by the Salinas Valley Fair in the heart of Monterey County.

We are an international wine competition, and were among the first of the major U.S. wine competitions to open our evaluations to wines from across the globe.

Once again we have assembled a select team of wine professionals to judge the 2010 submissions. Our judges come from across the spectrum of the wine industry, including winemakers, restaurateurs, sommeliers, journalists and wine marketers.

It has long been our policy to encourage judges to set aside personal taste preferences and evaluate the wines before them based upon the quality of the finished wine -- regardless of style. This is more important now than ever before because of the increased emphasis on wines that reflect terroir and regional typicity.

You have our promise that the MWC judges will fairly assess your wines in a collegial setting designed to provoke candid discussion of the merits of each wine presented for evaluation.

Our judges strive to give every wine an opportunity to shine because we understand young wines don't always show their best. And we appreciate the confidence you demonstrate in our judges with each entry you submit.

From all of us at the Monterey Wine Competition and the Salinas Valley Fair, we wish you the best of luck in 2010.

*Robert Whitley
Director
Monterey Wine Competition*

*Find the results of the 2010 Monterey Wine Competition online
at <http://www.montereywinecompetition.com>,
or contact Robert by Email: whitleyonwine@yahoo.com*

Award Categories

Judges will award a Silver medal to wines that demonstrate above average character for the wine type and place of origin. Gold medals will be awarded to wines that rise above a straightforward recommendation.

Gold Sweepstakes awards will be reserved for wines nominated for Best of Show in these categories: sparkling, rose, white, red and dessert. All judges will participate in the tasting evaluation and vote for Best of Show and Wine of the Year.

Judges will taste all wines blind, but may ask for information about place of origin or grape varieties included in a blend. Producer, price and vintage will not be disclosed until the close of the competition. The Director may, at his discretion, recognize outstanding performances by an individual winery or importer following tabulation of all results. Awards will be announced at www.winemakerchallenge.com and by regular mail.

Entering

A complete entry is comprised of four (4) 750ml or six (6) 375ml bottles. Distilled spirits entries such as brandy require three (3) 750ml or five (5) 375ml bottles. Grape varieties, residual sugar, appellation, vineyard designation, proprietary names, retail price and alcohol level must be listed on the entry form with each entry.

Please fill out the entry form completely and accurately. The winery's telephone number, e-mail address and contact person are important. Winners will be notified shortly after the end of the Competition by e-mail, telephone or regular U.S. mail.

IMPORTANT: Be sure to enter each wine in the proper category. If a category does not exist for your wine, leave the category field blank and the Director will assign the wine to the correct category or create a new category, if necessary, using the varietal composition and residual sugar level as a guide.

Wines entered in the wrong category will be moved to the correct category by the Director.

Enter the wine's name as it appears on the label. The wine's label will determine how the wine is identified to consumers and industry when awards are announced.

Entry Fees

\$60 per entry. Final Deadline is February 17, 2010. Make checks payable to Salinas Valley Fair. Mail Entry Form and fees (not wine) to: **Salinas Valley Fair, 625 Division Street, King City, CA 93930.** If you have any questions, please call 831-385-3243.

Alternative Entry Methods:

Enter by fax: 831-385-3243, Attention: Lauren Hamilton

Office: 831-385-3243

Ship Wines to:

Salinas Valley Fair

625 Division Street

King City, CA 93930

(Send Entry & Fees separate from wines)

Deadline for Entries: February 17, 2010

Deadline for Wines: February 22, 2010

The Rules

1. To qualify for entry in the 2010 Monterey Wine Competition, a wine must have been produced for commercial sale. Homemade wines will not be accepted for judging.
2. Each wine's category will be determined by information on the label.
3. The decision of the judges is final.
4. The Director reserves the right to create new categories as entries warrant.
5. Four (4) 750ml or six (6) 375ml bottles comprise a wine entry. Entries of distilled grape spirits such as brandy or grappa require three (3) 750ml or five (5) 375ml bottles.
6. Final entry deadline is February 17, 2010. Entry fees are non-refundable. Fees are due no later than February 26, 2010 for an entered wine to be judged.
7. All wines entered must be received by February 22, 2010.
8. Make checks payable to Salinas Valley Fair.
9. All wines become the property of the Monterey Wine Competition.

Foreign Wines

The 2010 Monterey Wine Competition accepts entries from commercial wineries worldwide. It is best for foreign wineries to use their own importer or agent to clear their wines through U.S. Customs. A winery without representation in the United States may still enter using the MWC's import agent, Wine Cellar Productions Inc. Wine Cellar Productions will need winery name, wine name, grape varieties and alcohol content on each wine for the forms it submits to the TTB for the approvals that are required to clear U.S. Customs. A fee of \$75 will be charged for clearing up to three entries through Customs. The fee for more than three entries is \$150. All import fees are due in advance along with the entry fees. Information about the wines to be cleared should be faxed to 619-294-4878 or emailed to Director Robert Whitley at whitleyonwine@yahoo.com.

2009 Monterey Wine Competition

BEST OF SHOW

Best of Show Red

BARNARD GRIFFIN WINERY

2006 Merlot, Reserve

Columbia Valley, Washington

Best of Show White

VENTANA VINEYARDS & WINERY

2007 Riesling, Estate Grown, Single Vineyard

Arroyo Seco, California

Best of Show Dessert

NAVARRO VINEYARDS

2007 Riesling, Cluster Select

Anderson Valley, California

*The 2009 Monterey Wine Competition had 999 entries
& 576 medals awarded.*

2010 WINE COMPETITION CATEGORY CODES

See the table at end of list regarding range of sweetness based on residual sugar to determine “Dry” vs “Medium Dry, etc. Wines entered in the wrong category will be moved to the correct category by the Director. Additional categories may be created by the Director if necessary.

RED BLENDS

Code

BRBOR	Bordeaux Appellation
BRBR	Blended Red Bordeaux Rhone
BRBV	Blended Red Bordeaux Varietals (Meritage)
BRRV	Rhone Varietals
BRVA	Rhone Valley Appellations
BRPV	Portuguese Varietals
BRSV	Spanish Varietals
BRIV	Italian Varietals
BRCHIA	Chianti Appellation
BRCHIAR	Chianti Appellation Riserva
BRST	Super Tuscan IGT
BRSTN	Super Tuscan New World
BRTR	Tuscan Rosso DOC
BRUN	Brunello di Montalcino
BRUNR	Brunello di Montalcino Riserva
BRVA	Veneto Amarone
BRVN	Veneto
BRVNP	Veneto Passito
BRVNR	Veneto Ripasso
BRVNM	Vino Nobile di Montepulciano
BRVNMNR	Vino Nobile di Montepulciano Riserva
BRRIB	Ribera del Duero Appellation Red
RIOC	Rioja Appellation Crianza
RIOG	Rioja Appellation Gran Reserva
RIOR	Rioja Appellation Riserva
BRHD	Blended Red Hybrid Dry

Code

(Red Blends continued)

BRHMD	Blended Red Hybrid Medium Dry
BRHMS	Blended Red Hybrid Medium Sweet
BRHS	Blended Red Hybrid Sweet
BROTD	Blended Red Other Varietals Dry
BROTMD	Blended Red Other Medium Dry
BROTMS	Blended Red Other Medium Sweet
BROTS	Blended Red Other Sweet

RED VARIETALS

RVAG	Aglianico
RVBA	Barbera
RVBR	Barbaresco
RVBO	Barolo
RVBC	Beaujolais, Cru
RVBV	Beaujolais, Beaujolais Villages
RVBB	Burgundy Bourgogne
RVBGC	Burgundy Grand Cru
RVBPC	Burgundy Premier Cru
RVBV	Burgundy Villages
RVCF	Cabernet Franc
RVCM	Carmenere
RVCS	Cabernet Sauvignon
RVGM	Gamay
RVGN	Grenache
RVGR	Greek Varietal
RVICE	Ice Wine
RVIT	Italian Varietal
RVMB	Malbec
RVML	Merlot

Code (Red Varietals continued)

RVMV	Mourvedre
RVNB	Nebbiolo
RVPN	Pinot Noir
RVPO	Portuguese Varietal
RVPS	Petite Sirah
RVPT	Primitivo
RVPV	Petit Verdot
RVSP	Spanish Varietal
RVSV	Sangiovese
RVSY	Syrah
RVTP	Tempranillo
RVZN	Zinfandel
RVOD	Red Varietal Other Dry
RVMD	Red Varietal Other Medium Dry
RVMS	Red Varietal Other Medium Sweet
RVSW	Red Varietal Other Sweet
RHCH	Red Hybrid Chambourcin
RHMD	Red Hybrid Other Medium Dry
RHMS	Red Hybrid Other Medium Sweet
RHNO	Red Hybrid Norton
RHOD	Red Hybrid Other Dry
RHOS	Red Hybrid Other Sweet

ROSE

ROSED	Rose Dry
ROSEMD	Rose Medium Dry
ROSEMS	Rose Medium Sweet
ROSES	Rose Sweet
RHROSED	Red Hybrid Rose Dry
RHROSMD	Red Hybrid Rose Medium Dry
RHROSMS	Red Hybrid Rose Medium Sweet
RHRS	Red Hybrid Rose Sweet

WHITE BLENDS

BWBOR	Bordeaux Appellation
BWBV	Bordeaux Varietals
BWHD	Hybrids Dry
BWHMD	Hybrids Medium Dry

Code (White Blends continued)

BWHMS	Hybrids Medium Sweet
BWHS	Hybrids Sweet
BWIT	Italian Varietals
BWRV	Rhone Varietals
BWSV	Spanish Varietals
BWVD	Blended White Varietals Dry
BWVMD	Blended White Varietals Medium Dry
BWVMS	Blended White Varietals Medium Sweet
BWVS	Blended White Varietals Sweet

WHITE VARIETALS

WVAL	Albarino
WVBB	Bourgogne Blanc
WVBGC	Burgundy Blanc Grand Cru
WVBM	Burgundy Macon
WVBPC	Burgundy Blanc Premier Cru
WVBV	Burgundy Blanc Villages
WVCGC	Chablis Grand Cru
WVCPC	Chablis Premier Cru
WVCV	Chablis Villages
WVCH	Chardonnay
WVCB	Chenin Blanc
WVGD	Gewurztraminer Dry
WVGMD	Gewurztraminer Medium Dry
WVGMS	Gewurztraminer Medium Sweet
WVGS	Gewurztraminer Sweet
WVGV	Gruener Veltliner
WGDR	Greek Varietal Dry
WGMD	Greek Varietal Medium Dry
WGMS	Greek Varietal Medium Sweet
WVICE	Ice Wine
WVIT	Italian Varietal
WVMAR	Marsanne
WMDR	Muscat Dry
WMMD	Muscat Medium Dry
WMMS	Muscat Medium Sweet
WMSW	Muscat Sweet

<u>Code</u>	<i>(White Varietals continued)</i>
WVPB	Pinot Blanc
WVPGO	Pinot Grigio
WVPGS	Pinot Gris
WVRD	Riesling Dry
WVRMD	Riesling Medium Dry
WVRMS	Riesling Medium Sweet
WVRS	Riesling Sweet
WVRN	Roussanne
WVSB	Sauvignon Blanc "Crisp"
WVSBR	Sauvignon Blanc "Rich"
WVSE	Semillon
WVSP	Spanish Varietal
WVTOR	Torrontes
WVVG	Viognier
WVVM	Vermentino
WPDW	White Premium Dessert
WVOTD	White Varietal Other Dry
WVOMD	White Varietal Other Medium Dry
WVOMS	White Varietal Other Medium Sweet
WVOS	White Varietal Other Sweet
WHCD	White Hybrid Chardonnay
WHOD	White Hybrid Other Dry
WHOMD	White Hybrid Other Medium Dry
WHOMS	White Hybrid Other Medium Sweet
WHOS	White Hybrid Other Sweet
WHSV	White Hybrid Seyval
WHTR	White Hybrid Traminette
WHVB	White Hybrid Vidal Blanc
WHVG	White Hybrid Vignoles

SPARKLING

CBRNV	Brut Champagne Non-Vintage
CBTC	Brut Champagne Tetes de Cuvee
CBVIN	Brut Champagne Vintage
CDSNV	Demi-Sec Champagne Non-Vintage
CDSVIN	Demi-Sec Champagne Vintage

<u>Code</u>	<i>(Sparkling wines continued)</i>
CEDNV	Extra Dry Champagne Non-Vintage
CEDVIN	Extra Dry Champagne Vintage
CRNV	Rose Champagne Non-Vintage
CRTC	Rose Champagne Tetes de Cuvee
CRVIN	Rose Champagne Vintage
SCBNV	Sparkling Cava Brut Non-Vintage
SCBV	Sparkling Cava Brut Vintage
SCROS	Sparkling Cava Rose
SIBNV	Italian Methode Champenoise Brut Non-Vintage
SIBV	Italian Methode Champenoise Vintage
SISB	Italian Spumante Bianco
SISR	Italian Spumante Rosso
SPBR	Prosecco Brut
SPDS	Prosecco Demi-Sec
SPED	Prosecco Extra Dry
SPFR	Prosecco Frizzante
SWBB	Sparkling Blanc de Blancs
SWBN	Sparkling Blanc de Noirs
SWBR	Sparkling Brut Non-Vintage
SWBV	Sparkling Brut Vintage
SWBZ	Sparkling Brut Zero/Natural
SWDS	Sparkling Demi-Sec
SWDX	Sparkling Doux
SWED	Sparkling Extra Dry
SWTC	Sparkling Tetes de Cuvee
SWOD	Sparkling Other Demi-Sec
SWSWT	Sparkling Sweet
SWRO	Sparkling Rose
SWRV	Sparkling Red
SWNT	Sparkling Non-Traditional Grapes
SWFL	Sparkling Flavored (Almond, Berry, etc)
SWFR	Sparkling Fruit

FRUIT***OTFRT** Fruit Wine**ALTERNATIVE PACKAGING*****XRED** Red**XROSE** Rose**XSPARK** Sparkling**XWHITE** White

* Above categories will be grouped by grape or fruit variety, with additional codes added as needed based on entries.

DISTILLED SPIRITS**DSCG**..... Cognac**DSCV** Calvados**DSCL** Cream Liqueur**DSEDV** Eau de Vie**DSGB**..... Grape Brandy**DSGR**..... Grappa**FORTIFIED WINES****FMD C**..... Madeira, Colheita**FMDR**..... Madeira, Dry**FMMD**..... Madeira, Medium Dry**FMMR**..... Madeira, Medium Rich**FMRICH**..... Madeira, Rich**FPAT** Port, Aged Tawny**FPATC** Port, Aged Tawny Colheita**FPLBV** Port, Late Bottled Vintage**FPSQ** Port, Single Quinta Vintage**FPVC**..... Port, Vintage Character
(non-vintage)**FPVIN** Port, Vintage**FPRUB**..... Port, Ruby**FVLQ**..... Fruit Liqueur**FWSD** Sherry, Fino**FWSM**..... Sherry, Manzanilla**FWSMD** Sherry, Medium Dry**FWSMS** Sherry, Medium SweetCode (Fortified wines continued)**FWVD** Vermouth, Dry**FWVS**..... Vermouth, Sweet**FR0T** Fortified Red Other**FRHS** Fortified Red Hybrid Sweet**FWOT**..... Fortified White Other**Range of Sweetness based on Residual Sugar**

Please state Residual Sugar as a percentage of volume, not Grams per Liter or other measurement.

Note: 1 gram per liter = .1 gram per 100ml = .1% RS

Dry = less than 0.6 [6 grams per liter]
(except Rieslings, less than 1%)

Medium Dry = 0.6 - 1.49%
(except Riesling
which is 1% to 1.49%)

Medium Sweet = 1.5 - 4.9%

Sweet = 5.0% and higher

MONTEREY WINE COMPETITION 2010

Entry Form

WINERY, COMPANY OR IMPORTER: Name: _____ Mailing address: _____ <small>(address to which any award notification or correspondence will be sent)</small> _____ City, State, Zip: _____ Country of Origin, and the state if US: _____	CONTACT INFORMATION: Parent Company if any: _____ Contact Person: _____ Phone: _____ Ext or Dept: _____ Fax: _____ Email: _____ Website: _____	Page _____ of _____ Total number of wines entered: _____ X \$60 \$ _____ Total Entry fee Fee is due at time of entry. Make checks payable to SALINAS VALLEY FAIR
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Entries Close February 17, 2010.

Wine must be received by February 22, 2010 to be entered in the competition.

An official wine entry consists of four 750ml or 1.5 liter bottles or eight 375ml bottles.

An official spirits entry consists of two 750ml bottles or four 375ml bottles.

For any questions, contact Lauren Hamilton at 831-385-3243 or fax 831-385-3345,
or Robert Whitley at 619-804-0371 or email WhitleyOnWine@yahoo.com.

Entry forms, fees and wines to:

SALINAS VALLEY FAIR
625 Division Street
King City, CA 93930

(Please ship wines separate from entry & fees)

Category Code	Vintage per label	Name of Wine as it appears on label: Varietal, blend or proprietary name; Include Brand name if different than Winery name given above	Other Designation Estate, Reserve, etc, if on label	Vineyard if on front label	Appellation per label	Grape Varietal with percentage of each	Residual Sugar %	Sugg. Retail \$

Continue on reverse or on additional copies as needed.



Salinas Valley Fair
625 Division Street
King City, CA 93930

*Here are your
rules and entry form.*

*Monterey Wine Competition
March 6 & 7, 2010*

Enter by February 17, 2010