



# **SOMMELIERS CHOICE AWARDS 2020**

**SAN FRANCISCO, USA**



# ABOUT

Sommeliers Choice Awards—Grow Your Wine Brand's On-Premise Presence In The US Market

The goal of the new Sommeliers Choice Awards is simple: to provide on-premise buyers and sommeliers a valuable benchmark for understanding which wines would make a compelling addition to a wine list.

<https://sommelierschoiceawards.com/en/>



# JUDGING PROCESS

The judging panel of the Sommeliers Choice Awards will consist entirely of **top sommeliers, wine directors and on-premise buyers at U.S. restaurants, bars, pubs, and clubs.** In some cases, these sommeliers may also be wine consultants for on-premise establishments. They may also have a buying role in addition to working on the restaurant floor.

**Sommeliers Choice Awards Final Score =**

**F (Food Parability Score) + T (Typicity Score) + Q (Quality Score) + Value Score (V) + Package Score (P)**

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# AWARDS

## List of Sommeliers Choice Awards

- Double Gold – 96 points and above
  - Gold – 90-95 points
  - Silver – 80-89 points
  - Bronze – 70-79 points
- Wine of the Year
- White Wine of the Year
- Red Wine of the Year
- Sparkling Wine of the Year
- Rose Wine of the Year

Wine of the Year - BTG (By The Glass)

White Wine of the Year - BTG (By The Glass)

Red Wine of the Year - BTG (By The Glass)

Sparkling Wine of the Year - BTG (By The Glass)

Rose Wine of the Year - BTG (By The Glass)

**And Other special awards**

# JUDGES



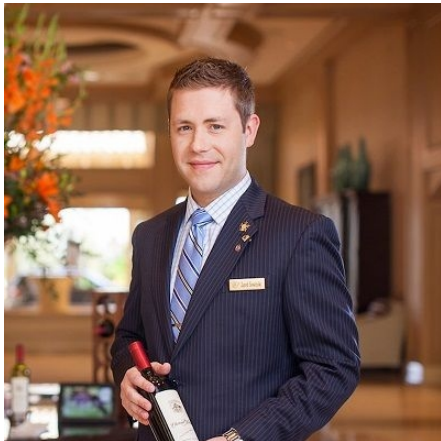
**EMILY WINES MS**  
Master Sommelier, Vice  
President, Wine & Beverage  
Experience, Cooper's Hawk  
Winery & Restaurants



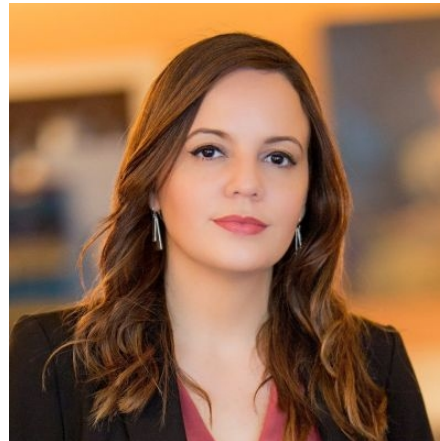
**JACOB CONN**  
Sommelier, Bellagio, NV



**JENNIFER GOMEZ**  
Beverage Director & Sommelier,  
Greens Restaurant, SF



**JARED SOWINSKI**  
Director of Beverage, The  
Phoenician, AZ



**DORA LOBO**  
Beverage Director and  
Sommelier, The Catering  
Company of Washington and  
Elizabeth's Gone Raw, D.C.



**PETER PLAЕHN**  
Sommelier, Pappas Bros  
Steakhouse



# MARKETING IMPACT

- Results to go to 50,000 trade professionals in USA in Beverage Trade Network community.
- Results will get press awareness among media partners of Sommeliers Choice Awards and will be posted on BTN news, Bevroute News, SommeliersBusiness.com.
- Results to go to 20,000 Sommeliers and On-Premise Wine Buyers of USA
- Top 100 winners at SCA will be included in the Top 100 On-Premise wines list
- Buyers and Sommeliers will see you package giving you great exposure.

<https://sommelierschoiceawards.com/en/>



# MARKETING IMPACT

- All Year Round Social Media
- Certificate will be send digitally.
- Results also get circulated to 2000 wine importers and distributors in USA.
- Winners will be given an opportunity to be showcased at USA Trade Tasting in New York, IBWSS San Francisco and Future Wine Expo, Sonoma.

<https://sommelierschoiceawards.com/en/>



# KEY DEADLINES AND PRICING

- **Key Dates:**

- Early Bird Offer Ends Nov 15, 2019
- Warehouse Open From Dec, 2019 till April 20, 2020 (Overseas Feb 28, 2020)
- Judging: May 18, 2020
- Winners Announced: June 15, 2020

- **Pricing:**

- \$90 - Special Pricing until March 10, 2020

To know more click [HERE](https://sommelierschoiceawards.com/en/).

<https://sommelierschoiceawards.com/en/>





# 2019 WINNERS

- **Hedges Family Estate**  
United States of America
- **Weingut Reichsrat von Buhl**  
Germany
- **Bird in Hand**  
Australia
- **Te Pa Family Vineyards**  
New Zealand
- **Loscano Vineyards**  
Argentina
- **FSP SAS**  
France

and 700 more  
Click [HERE](https://sommelierschoiceawards.com/en/) to check all winners

<https://sommelierschoiceawards.com/en/>



# TESTIMONIALS

"In the highly competitive world of on-premise wines, only the best can be considered as best in class by the qualified judging panel of sommeliers and wine buyers."

**MITCHELL TAYLOR, MANAGING  
DIRECTOR AND WINEMAKER,  
WAKEFIELD WINES**

"We are very excited that our classic Riesling Kabinett Armand did so incredibly well at Sommeliers Choice Awards"

**RICHARD GROSCHE AND MATHIEU  
KAUFFMAN, MANAGING DIRECTOR &  
TECHNICAL DIRECTOR, REICHSTRAT  
VON BUHL**

"To have our flagship wine judged so highly by the decision makers and tastemakers at some of the USA's top on-premise venues is a proud moment for our whole team."

**SAM BENNETT, CHIEF WINEMAKER,  
TE PA FAMILY VINEYARDS**

"Winning Medals for back-to-back vintages of our estate-grown Cabernet Sauvignons from such a prestigious competition highlights the quality of the wines we produce year after year."

**DEREK HOLSTEIN, WINEMAKER,  
CACHE CREEK VINEYARDS**



# SPECIAL OFFER

**To know more about special offers and discounts please feel free to contact:**

**Melissa Smith**

Competition Accounts Manager

[melissa@sommelierschoiceawards.com](mailto:melissa@sommelierschoiceawards.com)

+1 855 481 1112

<https://sommelierschoiceawards.com/en/>



**THANK YOU**