

We are now accepting submissions for the 2010 Consumer Wine Awards at Lodi

“Where the wine consumer REALLY rates!”

March 14-15, 2010

Your invitation to participate in the launch of a revolutionary consumer-to-consumer wine evaluation and recommendation network.

This coming March marks the date of the most unique, relevant and extraordinary wine assessment and awards event - ever. It takes place in Lodi, California, but is open to wines of every region, grape variety, type and style from around the world. And we need your support!

Although this is the first Consumer Wine Awards at Lodi it is the third in a series of tasting events designed to refine and improve the assessment process that will be employed next year. Executed by Diversity Wine Awards LLC, in partnership with the Lodi Tokay Rotary Club, proceeds from the event are distributed by the Rotary to local community organizations.

This years' tasting is being expanded to accommodate more than 1,500 wine entries to be assessed by an estimated 100 or more specially selected consumer judges and a team of over 120 local volunteers. It features a new judging methodology and assessment system developed and refined over the past three years in conjunction with Drs. **Rie Ishii**, **Michael O'Mahony** and a team of their star sensory science students at University of California, Davis. **Tim Hanni MW**, Master of Wine, is the brainchild of the this landmark event along with **Pooch Pucilowski** and **Aaron Kidder**, his partners in Diversity Wine Awards LLC.

The Consumer Wine Awards at Lodi recognizes and celebrates the fact every person has unique physiological and sensory differences that profoundly affect wine and food preferences. The judges assessing each category of wine will be the very consumers who are inclined to most buy and enjoy the wines of that category. Awards will be given in a variety of formats and you can visit the website at to learn about this exciting facet of our already-paradigm shifting tasting.

Why should you participate in the 2010 Consumer Wine Awards at Lodi?

Put simply, we're doing this to tap into what we estimate to be in excess of 40% (or much, much more) of the total available wine market. and reaching out to the overwhelmed, intimidated and disenfranchised core wine consumers who do not seem to respond to the language, values and conventional wisdoms of the wine community. We believe the wine industry can benefit from a completely new direction and strategy that can only come from critically rethinking the consumer opportunity. We have engaged a global research team and are also conducting several formal research projects that are at the core of both our methods for assessing the wine as well as creating innovative ways to provide consumers with an alternative means for confidently exploring new wines to discover.

Go to www.consumerwineawards.com today to register and get ready to enter your wines!

Organizers of the International Wine Competition at Lodi is looking for wineries, importers, brokers and distributors to visit our website at www.consumerwineawards.com and sign up to receive updates and more details on this revolutionary initiative. Everyone associated with the growing, production, marketing and selling of wine benefits with the biggest winner being the wine consumer.

Key Dates

- January 4, 2010 - First Day for receiving entry applications and wines (or labels)
- February 26, 2010 - Last Day for accepting entry applications and wines (or labels)
- March 14-15, 2010 - Competition to be held at Hutchins Street Square in Lodi, California

Contacts for questions and information:

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