



Virginia Wine Master's Program
Cellar Awards for Retailers
(Deadline for submissions is March 15, 2013)

Chain Retailers

(any group of retail stores consisting of 5 or more stores)
**Virginia wines must carry Virginia appellation*

Gold-Case Award

1. Retailer must include a Virginia Wine in an ad at least 5 times, for minimum of 2 weeks each in one year with a case stack on the floor to support each ad.
2. Retailer must maintain a minimum of 8 Virginia Wineries on the shelf at all times.
3. Retailer must sponsor at least 5 Virginia wine tastings during the nominated year.
4. Must display The Virginia Winery Guide year-round.
5. Retailer must satisfy at least 2 of the promotional activities listed at the bottom of this form.

Silver-Case Award

1. Retailer must include a Virginia Wine in an ad at least 3 times in one year with a case stack on the floor to support the ad.
2. Retailer must maintain a minimum of 6 Virginia Wineries on the shelf at all times.
3. Retailer must sponsor at least 3 Virginia wine tastings during the nominated year.
4. Must display the Winery Guide all year-round.
5. Retailer must satisfy at least 1 of the promotional activities listed at the bottom of this form.

Promotional Activities

- Newsletter feature on Virginia wine (print or electronic)
- Creative merchandizing concept to draw attention to Virginia wines
- Creative Educational Programs for Staff and/or customers
- Storeowner, management or a member of the staff must visit at least 2 Virginia wineries or attend at least 2 Virginia wine events each year. (Documentation should include date, winery or event visited, and person's name that attended.)
- Sponsor a special event or mini-wine festival in store to showcase Virginia wines.
- Coordinate a Virginia wine dinner with a local restaurant or B&B.

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CHAIN RETAILER APPLICATION FORM

RETAILER NAME: _____

CONTACT: _____ E-MAIL: _____

ADDRESS: _____

CONTACT PHONE: _____ FAX: _____

WEBSITE: _____

NUMBER OF STORES: _____

NOMINATING FOR: GOLD-CASE AWARD SILVER-CASE AWARD

Award Criteria

(must meet one of the two items listed below – number or percentage)

Number of Virginia Wineries on the shelf at all times: _____
(must be at least 8 wineries for Gold-Case, 6 wineries for Silver-Case)

Number of ads per year displaying at least one Virginia Wine _____
(must be at least 5 ads/year, once a quarter for Gold-Case, 3 ads/year for Silver-Case)
(must include a case stack on the floor to support each ad)

Number of Virginia Wine Tastings sponsored per year _____
(must be at least 5 tastings/year for two week minimum each for Gold-Case, 3 tastings/year for Silver-Case)

Promotional Activities

(must have completed at least 2 for Gold-Case, 1 for Silver-Case within the last 12 months)

- Newsletter feature on Virginia wine (print or electronic)
- Creative merchandizing concept to draw attention to Virginia wines
- Creative Educational Programs for Staff and/or customers
- 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.)
- Sponsor a special event or mini-wine festival in store to showcase Virginia wines.
- Coordinate a Virginia wine dinner with a local restaurant or B&B.

** All Retailers **must** display Virginia Winery Guide year-round to be nominated.

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