

Objectives

- To promote healthy competition among noted Northeastern wineries to drive continuing improvement in the quality of all wines, and in particular, wines and vineyards of New England and New York;
- To raise awareness of New England/New York wines in the United States and internationally;
- To introduce The Big E patrons to the outstanding quality and phenomenal values available in today's wines from around the Northeast;
- To introduce regional wine aficionados and professionals to the educational and charitable aspects of The Big E;
- To use a system of judging wines that is reliable, simple, fair and accurate;
- To become the largest and most successful wine competition in New England;
- To provide a show window to present agricultural resources of the Northeast.

Please direct inquiries and correspondence to:

wine@thebige.com

Eastern States Exposition Agriculture & Education Dept

413-205-5011

General Information

The 2008 Big E Northeast Gold Wine Competition will be conducted by Amenti Del Vino. With twenty three years of experience in organizing national, international and eastern wine competitions, Amenti Del Vino offers a minimum of three qualified judges for each wine. Each wine will be studied thoroughly and separately and are considered on an individual basis on the day of the judging.

Additional Information: Should you have a question that is not covered in this competition handbook, please send an email to wine@thebig.com.

Revisions: The current version of the competition handbook is available on The Big E's Website at www.thebig.com/agriculture and may be subject to revisions prior to actual publication and printing. Please check back frequently.

Notification of the Competition: Although every effort is made to reach the roughly 200 wineries throughout the Northeast, Eastern States Exposition (ESE) is not responsible for failure to notify or contact any one winery. The entry deadline is May 15, 2008.

Integrity of the Competition and of the Results

The integrity, validity and reliability of this competition are paramount for the volunteers and the professional managers and staff who make this competition possible.

- In addition, the seasoned, trained, dedicated and respected professional management and staff are committed to professional excellence and unimpeachability in the wine judging arena.
- Great care has been taken to select qualified judges who have proven the high caliber of their palates in personal and professional pursuits.
- Generally accepted judging criteria that produce world-class standards of excellence will be used.
- Conflicts of interest have been scrupulously avoided in every aspect of this competition.

All aspects of this wine judging have been and will be conducted to ensure that the results have the highest degree of integrity and are fully worthy of ESE.

Eligibility Requirements

- Any wine currently produced in the New England and New York is eligible for entry. Type of products include: vinifera, hybrid and native grape wines, meads, fruit wines and fortified wines, sparkling wine, port, sherry, low-alcohol wine, de-alcoholized wine, fruit wines, cider or vermouth.
- An official entry shall consist of two(750ml) bottles of wine or the equivalent in other formats.

Judging

Any placement in or removal from a class will be at the discretion of the judging chairman. The judges will use the 20 point UCAL-Davis Scoring System and are instructed to grant no points when, in their opinion, wine is unworthy. If the judges are faced with an obviously flawed bottle of wine, the bottle of the same entry will be opened and tasted.

- Wines are categorized by Red - Vinefera/Hybrid, White – Vinefera/Hybrid, Sparkling and Non-Grape Wines divisions. Sub-categories are determined based on classifications.
- This is a single blind judging.
- Each wine will be studied thoroughly and separately and are considered on an individual basis on the day of the judging.
- A minimum of three qualified judges will evaluate each wine.

Fees and Deadlines

- Deadline: Entries close on May 15 at 5 p.m. EST.
- Wine Deliveries will be accepted until May 22 at 5 p.m. EST.
- Entry Fee: Entry Fee is \$35 per wine. Entry fees must accompany the entry form(s). Entries are not official until full payment for each entry has been received.
- Entry fees are non-refundable. If paying by check, make check payable to: Eastern States Exposition. We also accept Visa, MasterCard and Discover as forms of payment.
- A penalty of \$50 per entry will be assessed if a check is returned by the bank.

Entry Limitations

- There is no limit on the number of wines or classes an entrant may submit.
- The wines should be examples of products currently available to consumers through normal distribution channels throughout the Northeast.

Competition Rules

- ESE is not responsible for correcting errors on entry forms or incorrect information supplied and/or created by winery staff or their designated representatives.
- ESE is not responsible if a wine is later disqualified for being tasted in the wrong class, or for any other reason.
- No exhibitor shall be entitled to an award which has been disallowed as a result of his own error.
- Show management shall withhold awards for entries found to be ineligible and may recover awards made for ineligible entries revealed during audits of competition records.
- Wineries with disallowed wines may petition for reinstatement in writing within 30 days of their wines disallowance.

Enforcement of Rules

The entry requirements, as printed in this catalog, will be enforced.

Fundamental Ethics

Any entry found to have submitted deliberately misleading information may result in the winery being disqualified from all awards and, at the sole discretion of the ESE Wine Competition management, may bar the winery from entering the judging in succeeding years.

Awards

1. **Best of State Award** is given to the winery that has the highest ranking individual wine from each of the 6 states eligible to enter the competition. Special individual medals will be provided to the winner of these awards along with a certificate.
2. **Best Fruit Wine and Best Grape Wine** is given to the highest ranking fruit wine and highest ranking grape wine respectively.
3. **New for 2008! Best Small Winery** is given based on production quantity (gallons produced) and best overall score. Determinations for this award are based on the discretion of Management and Judges.

Notification of Awards Procedures

1. Once a winery receives notification of awards, they may publicly promote this information. If there are specific publications in your area that you would like notified, please send their names and addresses (or email addresses) to wine@thebige.com.
2. Double Gold (about 5 or 6 top scoring wines in total competition), Gold, Silver and Bronze Winners will be notified via email that they achieved this status prior to July 1, 2008.
3. ESE reserves the right to print winery names, addresses, phone numbers and winery personnel in this or any other publication, press release or correspondence.
4. Medals will be sent as soon as they are available to winning wineries along with Judge's Comments and Certificates of Award.
5. ESE may contact individual winning wineries to purchase wines for use at events during The Big E.

Promotional Opportunities

1. Winning wines will be on display along with their winning medals in the Harvest New England Kitchen Theater. Brochures or information regarding their winery is strongly encouraged to be included with their entry. Other opportunities may be made available to wineries based on interest throughout the ESE and its event, The Big E. However, they are not solely controlled by the management of this competition. For more information, please see page referring to the Harvest New England Kitchen Theater.
2. Wineries maybe invited to attend the Big E Media Party. The Big E Media Party (approx. 150 people). Winners will be eligible to showcase and offer tastings of winning wines to Media from throughout the Region beginning at 6 pm. on Thursday, September 11, 2008, as The Big E is previewed before opening day. The media event will take place under the clock tower in the Visitor's Center. The event features a selection of local media and personalities throughout the state. Space is limited and by invitation only. For more information, please see page referring to ESE Media Party and Trustee's Reception
3. Gold, Double, Gold and State winning wines will be served at ESE's Trustees' Reception (approx. 150 people) on Saturday, September 20, 2008 at 5 p.m. Space is limited and by invitation only. please see page referring to ESE Media Party and Trustee's Reception
4. Each June, the Eastern States Exposition Foundation hosts a "Summer Evening in the Garden" Foundation awareness event featuring New England Wines paired with local food.
5. Every effort will be made to notify wineries when their wines are used in promotional events throughout the year.

Advertising

1. Each winery also consents to abide by the following rules that govern the use of results of The Big E Wine Competition in advertising by wineries:
 - a. The winery agrees to refrain from any misleading advertising or labeling with reference to any award which may be granted for this wine.
 - b. The winery agrees that it will not represent any wine as being identical to the award-winning wine unless this is actually the case.
 - c. In the event of misleading advertising by an award-winning entrant relative to a particular award or awards, The Big E, at its discretion, reserves the right to disqualify both the offending wine and the responsible winery from this and future competitions. Furthermore, such a disqualification will be publicized widely, since it affects the good name of The Big E and its myriad benefactors, volunteers and beneficiaries.

Entry Procedures

1. Identify the wine(s) you want to submit for judging.
2. Entrants are allowed to enter via mail. Requests for entry forms should be sent by email to wine@thebige.com or via phone at 413-205-5011.
3. Review all of the information in this handbook, carefully noting all entry deadlines, delivery dates, directions and rules. **There will be no exceptions made for failure to meet deadlines and abide by the rules.**
4. The handbook is available for preview and downloading at www.thebige.com/agriculture and may be subject to revision prior to the date of printing. It is the entrants' responsibility to stay abreast of changes that may affect their entries if they decide to enter on the basis of the preview manual.
5. Become thoroughly familiar with the delivery and shipping requirements.
6. Ship or deliver your entry as instructed in the Delivery and Shipping Requirements section of this handbook. **NOTE: Eastern States Exposition claims no responsibility for damaged or lost shipments.**
7. Pay entry fees. Delivered wines are not entries until all fees have been paid in full.
8. Questions about rules or entry procedures should be addressed to wine@thebige.com or via phone at 413-205-5011.

Entry Form

1. Please complete a separate entry for each wine entered.
2. **Please send a high-resolution .pdf or .jpeg of the actual label for each wine that you enter along with Entry Payment.** This is so that, in the event that your wine is selected Grand Champion, Best of Show or Class Champion, or a Double Gold, we may include the label in promotional opportunities.
3. Please provide the telephone number and email address of the person designated to serve as the winery contact in case of questions and/or in case of an award notification.
4. **An entry blank for each wine submitted must be enclosed with the wines being sent.**
5. Entry forms, wine and payment should be sent at the same time to: Mallary Complex, Eastern States Exposition, 1305 Memorial Ave, W. Springfield MA 01089.
6. Incomplete entry forms may be disqualified and the entry fee forfeited at the sole discretion of ESE Wine Competition management.

Delivery and Shipping Requirements

1. Be sure you have filled out the entry form completely. **Remember:**
 - Please keep copies of the completed entry forms.
 - Enclose a copy of the entry form in each shipment to match the specific wine(s) in each box. Make sure that the wines on the entry match those you are shipping.
 - If you have not included a jpeg or a tiff of each label, be sure you submit an exact label with each entry (even if it is done on a copier).
 - Remember the entry fee is \$35 per entry.
 - Entries shipped in error will not be returned.
 - Be sure that a copy of the entry forms along with payment has been sent to Mallary Complex, Eastern States Exposition, 1305 Memorial Avenue, W Springfield, MA 01089.
2. Deliveries are to arrive through May 22, and must be delivered or shipped FREIGHT PREPAID (Fed Ex is eligible to send wine to Massachusetts) to:

Eastern States Exposition
Mallary Complex
1305 Memorial Avenue
W. Springfield, MA 01089
3. All bills of lading should clearly state: “**Fee Domicile**” and “**Samples, Not For Resale**” to ensure they arrive fully paid.

Please mark multiple box shipments with box numbers and total boxes shipped (i.e., “Box 1 of 4 boxes,” “Box 2 of 4 boxes,” etc.) **Make certain to enclose a copy of the entry verification for each box!**



Harvest New England Kitchen

Harvest New England Kitchen is a celebration of the quality and diversity of New England's agricultural bounty. The 3,500 sq. ft. exhibit in the Young Building presents celebrity and regional chefs, cookbook authors, culinary schools and area restaurants who illustrate the versatility of the region's fresh produce, seafood and other specialties.

As a medal winner, your winning wines will be prominently on display as part of this exhibit. Winning Bottles and Medals will be on display in an encased showcase for the entire duration of The Big E.

Space will also be allotted for brochures. Brochures are not required but are strongly suggested (wine trail brochures will also be accepted). Amounts of brochures are up to the individual winery, but we suggest a minimum of 2500 brochures. Please send brochures to: Mallary Complex, Eastern States Exposition, 1305 Memorial Avenue, West Springfield, MA 01089 by September 8, 2008.

In 2007, famous chef Lidia Bastianich used your medal winning wines in her appearances on the Harvest New England Kitchen Theater.

Throughout the 17 days of cooking demonstrations, there will be suggested combinations with medal winning wines after most cooking demonstrations. Pairings will be determined by the information provided by the winery on the Pairing Form enclosed. All medal winners will be eligible for use. Every attempt will be used to showcase each medal winning wine; however, it is not guaranteed that all will gain stage time. You may also be contacted by our Harvest New England Staff for more information or clarification in regards to the medal winning wine. Pairing forms must be submitted by August 1, 2008 and can be submitted via email to wine@thebige.com.

Big E Media Party & Trustees Tasting

The Big E Media Party (approx. 150 people). All Medal winners will be eligible to showcase and offer tastings of winning wines to Media from throughout the Region beginning at 6 pm. on Thursday, September 11, 2008, as The Big E is previewed before opening day. The media event will take place under the clock tower in the Visitor's Center.

Gold, Double, Gold and State winning wines will be wine served at **ESE's Trustees' Reception (approx. 150 people)** on Saturday, September 20, 2008 at 5 p.m.

Medal Winning wineries, per competition rules, are asked to send a half a case or one case per winning wine. All served wine will be paid for according to Massachusetts state law. Please submit an invoice along with shipment.

Wineries are also asked to send a representative or a distributor to The Big E Media Party on September 11 as a small presentation will be made of the winning wineries. If you are able to attend please call us at 413-205-5011 or email us at wine@thebige.com, by September 1.

Please ship all wine by September 8 to:

Mallary Complex
Eastern States Exposition
1305 Memorial Avenue
West Springfield, MA 01089

**Harvest New England Kitchen Theater
Pairing Form**

Wine: _____ Vintage: _____

Flavor of the wine: _____

This Wine would complement the following foods/dishes: _____

This Wine would not complement the following food/dishes: _____

Is there anything else we should know about pairing this wine? _____

Please return form by August 1, 2008 to:
aginfo@thebige.com
Eastern States Exposition
1305 Memorial Avenue
West Springfield, MA 01089
Fax 413-205-5104

WHAT IS THE BIG E?

The Big E is the largest Fair in the Northeast produced by Eastern States Exposition. Eastern States Exposition is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage. The Big E hosts over 1,000 exhibitors and 7,000 youth to come to the Fair each year over a 17 day period each September. Drawing a crowd of more than one million fairgoers each year, The Big E has an economic impact of \$87 million to Hampden County during its 17-day run.

DEMOGRAPHIC & GEOGRAPHIC DATA OF OUR VISITORS

GENDER:	Female	54.2%
	Male	45.8%
AGE:	16 –17	2.6%*
	18 – 24	11.4%
	25 – 34	20.8%
	35 – 44	19.4%
	45 – 54	23.1%
	55+	22.7%
	Median	43 years
	*Survey was limited to those over the age of 15.	
INCOME:	Under \$15,000	6.2%
	\$15,000 - \$24,999	1.8%
	\$25,000 - \$49,999	32.2%
	\$50,000 - \$74,999	24.9%
	\$75,000 - \$99,999	21.4%
	\$100,000 +	13.5%
	Median	\$60,800