



WINNIPEG WINE FESTIVAL

WINE LIST AWARDS

The 2nd Annual Winnipeg Wine Festival Wine List Awards is a relatively new Trade component for the 2008 Festival. With the vast diversity of great restaurants in Manitoba the primary aim of this competition is to be non-restrictive and balanced. *Restaurants will not be judged against the market but against themselves and their ability to deliver their philosophy through their wine list.*

Our Judging Panel consists of national experts not affiliated with any local restaurants, retailers or representatives. Their judging criteria includes, but is not limited to:

- Overall presentation
- Commitment to wine program
- Synchronization between the wine & food menus – “pairability”
- Appropriateness of depth of selections, breadth of categories, innovation
- Demonstrated creativity
- Readability including formatting – everything from layout to fonts
- Spelling and accuracy
- Pricing and quality-for-value

The **Application Form** along with *Frequently Asked Questions* follows below. The deadline for application is Monday, March 17th at 5 pm. Restaurants will be required to submit the following along with their application form:

- A copy (electronic copies are preferred; PDF or Word Document) of their current wine list and food menu (in place a minimum of 2 weeks)
- A cover letter on restaurant letterhead detailing your mandate statement of your wine program
- A \$50 non-refundable entry fee, which includes two tickets to the VIP Magnum Awards reception. Please make cheques payable to Special Olympics Manitoba.
- The deadline to submit your application is Monday, March 17th at 5:00pm.

The goal of the Wine List Awards is that guests at restaurants will come to recognize the hard work and planning that goes into running a wine program. Guests will come to have appreciation for the knowledge it takes to compose a carefully selected wine list, the time it takes to train staff about the selections, and the dedication and perseverance needed to maintain and improve wine programs. The realization of what the award represents will assure guests that regardless of size, the end product presented is the best that can be put forth. Obtaining a **Winnipeg Wine Festival Wine List Award** acknowledges to the guest that the recipient’s high standards have been met in regards to wine list, service and education.

See copy of Application Form below. For any further questions please contact Special Olympics by email at winelistawards08@gmail.com or call 926-8354.



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WINE LIST AWARDS APPLICATION FORM

Please fill out and submit the following form **along with** a cover letter on restaurant letterhead that includes your Mandate Statement (see below). Please include a working copy (hardcopy or electronic) of all the menus (wine, lunch & dinner) that pertain to the entry.

Establishment Name: (please specify corporate entry)	
Address: (Include postal code)	
Phone & Fax:	
Email:	
Website:	
Proprietor:	
Wine Person:	
Chef:	
Main Contact: (If different from Wine Person)	

Payment: \$50 entry fee per restaurant
\$40 awards fee for Additional Awards per extra location for Corporate Entries

Cheque enclosed (cheque should be payable to Special Olympics Manitoba)

Credit Card

Card: ___ MasterCard ___ Visa

Card Number: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

Application entitles Restaurant to two (2) complimentary tickets to the Wine List Awards Reception
– tickets will be forwarded in April 2008

Mandate Statement Cover Page: (Limit ONE Page)

Your mandate statement should address the following components of your wine program:

- > What are your goals with your wine program?
- > How do your wine list & food menu work together?
- > How often do you review and update your wine list? Are you cognisant of current market trends or are you trying to be a trend leader? How do you guarantee quality and value?
- > What is your background? How were you selected to work with the wine program?
- > Tell us about your in-house wine education program.
- > How do you educate and interact with customers when it comes to food & wine?
- > What are you most proud of on your wine list? Where would you make improvements?



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FREQUENTLY ASKED QUESTIONS

What happens when we win?

Your award (Platinum, Gold, Silver, Bronze or Honourable Mention) will be awarded at the VIP Magnum Reception on Saturday, May 3rd, 2008 and then displayed at the Winnipeg Wine Festival during the Tastings. The following week your award will be delivered to your establishment. We ask that you hang the award in your establishment. Award winners will also be listed on the Winnipeg Wine Festival web site.

If my wine list and food menus are in a binder/book do I include that in my entry?

No. We are interested in the sheets; even better would be an electronic copy of your menu package sent by email to winelistawards08@gmail.com. You should however designate in your Mandate Statement how you display your menus to guests.

Will an entry without a Mandate Statement be accepted?

No. Remember you are not being judged against other establishments but against your self and how you measure up to your own goals. Without a Mandate Statement we will be unable to assess your program and menus.

I have more than one restaurant with the same wine list & food menus – do I enter each one separately?

No, you can enter corporately. If you win and would like to display an award at each location you will need to order an award per location at a cost of \$40 each. The Winnipeg Wine Festival provides one award per entry.

Who are the judges?

A mix of 7 industry professionals and informed consumers from across Western Canada, none of whom currently works in the Manitoba hospitality industry. Judges will be kept confidential until the Winnipeg Wine Festival begins.

Should I send copies of my breakfast, lunch and catering menus?

Should I include press write-ups and other awards?

Yes – but just your lunch. We are looking at just your wine program with a focus on your lunch and evening dining. Previous awards and write-ups will have no bearing on your result as you are being judged on your ability to deliver your program.

Can I fax my materials?

No. Only electronic or hard copies of the original will be accepted.

How do I find out if my entry has been received?

You will receive an email from Special Olympics Manitoba confirming your entry.

What if I enter and decide to withdraw – will my entry fee be refunded?

Sorry, no. Once your materials have been received the process has begun and expenses start.

Still have questions?

Contact Special Olympic by email at winelistawards08@gmail.com or call 925.8354 and someone will get back to you. Email is the best way to contact us.

a fundraising event for



**Special Olympics
Manitoba**

presented by

