



The
TOAST *of the* **COAST**
wine competition
The San Diego
Union-Tribune

Welcome to the
2017 Toast of the Coast Wine Competition!
A Wine Competition and Festival produced by the San Diego County Fair

Presented by
Albertsons | **VONS**

Dear Winery,

The Toast of the Coast enters its sixth year in 2017, and this year promises to be very exciting as we once again include wines from all fifty states and Mexico. As you may have heard, we're a little different from most wine competitions - in a good way! There are wine competitions everywhere, with lots of different spins on formats, judging methodologies, award types, etc. Most wineries that enter their wines in competitions risk a small investment hoping to receive awards that will assist them in marketing and sales. This alone can be worth the small expense of entering a competition.

Here's how it works: Wineries with top performing wines will be invited to participate in The Toast of the Coast Wine Festival, a ticketed tasting event. Sounds familiar, right? Well, here's where The Toast of the Coast is different. We will PURCHASE the wine that is poured at the event at regular wholesale prices. Select top performers will also be poured by the glass in several locations throughout the San Diego County Fair. It's the largest fair in California - a 26 day event with an annual attendance of over 1.6 million people. Last year we purchased cases of wine from over 70 of our top performers alone! In addition, The Toast of the Coast winner will receive local accommodations for the weekend of The Toast of the Coast Wine Festival on **Saturday, June 10th** to facilitate their participation in the festival.

It is our hope that you will find this format beneficial to your marketing efforts, particularly in San Diego County.

Award winning wines will also receive medallions for you to display your awards with pride in your tasting room. We also will give a numerical score to each wine that is awarded a medal, and we'll provide competition logos and artwork for your own promotional use. While we have grown steadily since we began, our goal remains nothing less than 100% participation from bonded wineries in the United States and Mexico. Please feel free to contact me personally at director@thetoastofthecoast.com if you have any questions.

We look forward to celebrating your wines!

Rich Cook, Director

CALENDAR

Early Bird Deadline: \$55.00 per entry entered by Friday, January 6, 2017

\$80.00 per entry starting Saturday, January 7, 2017

Final entry deadline: Friday, January 27, 2017 at 11:59 pm (PST)

Wine Delivery Deadline: Friday, February 3, 2017

Judging: February 18 & 19, 2017

Results Available: Friday, March 3, 2017

The Toast of the Coast Wine Festival: Saturday June 10, 2017

Awards

Judges will award medals as follows:

Silver medals are awarded to wines displaying character beyond the norm as agreed upon by two or more judges, and score from 87 to 89 points on a 100 point scale.

Gold medals are reserved for wines that show exceptional complexity and depth of aroma, flavor and finish, and score between 90 and 93 points on a 100 point scale.

The Double Gold medals are reserved for the finest wines as agreed on unanimously by the assigned 3 judge panel, and scoring 94 points or higher on a 100 point scale.

Best of State, Best of County, Best of Variety and Best of Appellation Awards will be given to the top performing wine in each varietal or blended category as merited, and one wine will be designated "The Toast of the Coast for 2017."

Competition Rules

1. Qualifying entries are wines that are available for retail sale through wineries bonded in the United States or Baja, Mexico and are grown within national boundaries.
2. Each wine's category will be determined by the information on the TTB approved label.
3. The decision of the judges is final.
4. The director will create new categories as entries warrant.
5. An entry is made up of six (6) 750ml, nine (9) 375 ml or four (4) 1.5 liter bottles or two (2) 3 liter or larger boxes.
6. Entry fees are non-refundable.
7. All wines entered must be received for judging by February 3, 2017.
8. We cannot return wines shipped in error (wrong vintage, variety, etc.)

How to Enter

Registration is only accepted on line. Visit www.thetoastofthecoast.com to enter and pay your fees.

Wine Entry Delivery

You may ship your wine entries to arrive no later than February 3, 2017 to: The Toast of the Coast Wine Competition, Del Mar Fairgrounds, 2260 Jimmy Durante Blvd., Del Mar, CA 92014.

If you wish to personally deliver your wine, e-mail entry@thetoastofthecoast.com and we will send you delivery instructions.

BLENDING RED WINES

- BR1 Blended Red Bordeaux Varietals
- BR2 Blended Red Italian Varietals
- BR3 Blended Red Misc. Varietals Dry
- BR4 Blended Red Misc. Varietals Medium Dry
- BR5 Blended Red Misc. Varietals Medium Sweet
- BR6 Blended Red Misc. Varietals Sweet
- BR7 Blended Red Rhone Varietals
- BR8 Blended Red Spanish Varietals

BLENDING WHITE WINES

- BW1 Blended White Bordeaux Varietals
- BW2 Blended White Italian Varietals
- BW3 Blended White Misc. Varietals Dry
- BW4 Blended White Misc. Varietals Medium Dry
- BW5 Blended White Misc. Varietals Medium Sweet
- BW6 Blended White Misc. Varietals Sweet
- BW7 Blended White Rhone Varietals
- BW8 Blended White Spanish Varietals

DESSERT/FORTIFIED WINES

- D01 Red Dessert Wines
- D02 White Dessert Wines
- D03 Fortified Red Wines
- D04 Fortified White Wines

FRUIT WINES

- F01 Fruit Wines Dry
- F02 Fruit Wines Medium Dry
- F03 Fruit Wines Medium Sweet
- F04 Fruit Wines Sweet
- F05 Fruit Wines Sparkling

MEAD

- M01 Mead Dry
- M02 Mead Medium Dry
- M03 Mead Medium Sweet
- M04 Mead Sweet

NEW! NATURAL WINES

- N01 Orange wine (skin contact white wine)
- N02 Natural White Wine (no sulfite added, airborne yeast)
- N03 Natural Red Wine (no sulfite added, airborne yeast)
- N04 Pet-Nat Sparkling Wine

ROSE WINES

- P01 Rosé Dry
- P02 Rosé Medium Dry
- P03 Rosé Medium Sweet
- P04 Rosé Sweet

RED VARIETAL WINES

- R01 Aglianico
- R02 Alicante Bouschet
- R03 Baco Noir
- R04 Barbera
- R05 Cabernet Franc
- R06 Cabernet Sauvignon
- R07 Carmenere
- R08 Carignane
- R09 Catawba
- R10 Chambourcin
- R11 Chancellor
- R12 Charbono (Bonarda)
- R13 Cinsault
- R14 Concord
- R15 Delaware
- R16 Dolcetto
- R17 Frontenac
- R18 Gamay (Valdiguie)
- R19 Grenache
- R20 Grignolino
- R21 Lagrein
- R22 Lemberger
- R23 Malbec
- R24 Marechal Foch
- R25 Marquette
- R26 Merlot
- R27 Mission
- R28 Mourvedre (Mataro)
- R29 Montepulciano
- R30 Nebbiolo
- R31 Negrette
- R32 Negroamaro
- R33 Nero d'Avila
- R34 Noiret
- R35 Norton
- R36 Petit Verdot
- R37 Petite Sirah
- R38 Pinot Meunier
- R39 Pinot Noir
- R40 Pinotage
- R41 Prairie Star
- R42 Refosco
- R43 Ruby Cabernet
- R44 Sagrantino
- R45 Sangiovese
- R46 Syrah
- R47 Tannat
- R48 Tempranillo
- R49 Teroldego
- R50 Zinfandel (Primitivo)
- R51 Other Red Varietals

SPARKLING WINES

- S01 Blanc de Blanc
- S02 Blanc de Noir
- S03 Brut
- S04 Brut Zero
- S05 Demi Sec
- S06 Doux
- S07 Extra Dry
- S08 Flavored
- S09 Rosé
- S10 Sweet

WHITE VARIETAL WINES

- W01 Albariño
- W02 Aligote
- W03 Arneis
- W04 Brianna
- W05 Cayuga
- W06 Chardonnay
- W07 Chardonnay
- W08 Chenin Blanc
- W09 Colombard
- W10 Cortese
- W11 Diamond
- W12 Edelweiss
- W13 Fiano
- W14 Flora
- W15 Frontenac Gris
- W16 Furmint
- W17 Geisenheim
- W18 Gewurztraminer Dry
- W19 Gewurztraminer Medium Dry
- W20 Gewurztraminer Medium Sweet
- W21 Gewurztraminer Sweet
- W22 Grenache Blanc
- W23 Gruner Veltliner
- W24 Kerner
- W25 La Crescent
- W26 Malvasia Bianca
- W27 Marsanne
- W28 Madeline Angevine
- W29 Melody
- W30 Melon de Bourgogne
- W31 Muller Thurgau
- W32 Muscat Dry
- W33 Muscat Medium Dry
- W34 Muscat Medium Sweet
- W35 Muscat Sweet
- W36 Muscadine
- W37 Niagara
- W38 Petit Manseng
- W39 Picpoul Blanc
- W40 Pinot Blanc
- W41 Pinot Grigio
- W42 Pinot Gris
- W43 Riesling Dry
- W44 Riesling Medium Dry
- W45 Riesling Medium Sweet
- W46 Riesling Sweet
- W47 Rkatsiteli
- W48 Roussanne
- W49 St. Pepin
- W50 Sauvignon Blanc
- W51 Scuppernong
- W52 Semillon
- W53 Seyval
- W54 Sylvaner
- W55 Symphony
- W56 Traminette
- W57 Verdelho
- W58 Vermentino
- W59 Vidal
- W60 Viognier
- W61 Other White Varietals

For purposes of categorizing wines correctly, the following guidelines apply:

Dry = less than 0.6% RS (Riesling less than 1% RS)

Medium Dry = 0.6 – 1.49% RS (Riesling 1% - 1.49%) Medium Sweet = 1.5 - 4.9% RS

Sweet = 5% RS and above Sparkling Wines should be designated by their label name when present.

Winery selected codes are generally honored. The Director reserves the right to reclassify any wine to facilitate the best possible showing of the wine. If you have a wine that is not listed, enter it and a Category that will be created as appropriate.