

2009 Vancouver Playhouse International Wine Festival: Wine List Awards

If you've done an amazing job creating a wine list that complements your restaurant's unique menu and concept, we want to hear from you and recognize your efforts. Enter online at www.playhousewinefest.com and tell us all about the wonderful work you've been doing. Applications open online **December 1, 2008** and close **January 15, 2009**.

Why do we hold this competition?

We wish to recognize the quality, diversity and style of a restaurant's wine list. We want diners to feel that your wine selections are carefully chosen and that your staff is properly trained to advise them in their choices.

What's in it for you and your restaurant?

The Wine List Awards present an excellent opportunity to:

- Push the envelope for innovation and excellence in the creation of your wine list
- Provide a guarantee of quality and originality in wine service for your customers
- Reward the work of your restaurant team
- Be honoured and photographed at the 6th Annual Awards Lunch: Celebrating Excellence
- Be recognized as an industry leader in the *Vancouver Magazine Restaurant Awards Edition*, *The Vancouver Sun*, *Wine Access*, *EAT Magazine* and *CityFood*
- Earn bragging rights due to your exposure in the above publications
- Receive publicity on the Festival website with a link to your restaurant
- Showcase a uniquely, stylish trophy on your restaurant bar

Each participating establishment receives a complimentary ticket to the Friday, March 27th Trade Tasting with Buyers Hour (1:30 pm to 5:00 pm – a \$39 value) where each winery booth showcases not just four but five wines. Restaurants also receive one complimentary ticket to the 6th Annual Awards Lunch (11:45 am to 1:15 pm – a \$65 value), additional tickets to the Lunch for \$50 (a \$65 value), additional tickets to the Trade Tasting with Buyers Hour for \$25 (a \$39 value) and tickets to the front line server seminar, 20Things to Know for 2010 for \$25 (a \$39 value).

How do we judge?

There are five tiers of winning wine lists from Honourable Mention, to Bronze, to Silver, to Gold and, at the very top, Platinum. We encourage every restaurant to participate, and size does not necessarily matter. What matters are the following criteria:

- The commitment to a fine wine list
- Spelling, accuracy and overall presentation
- Careful wine and vintage selections
- Passion and dedication to wine service, education and food pairing (please provide specific examples)
- Harmony with the menu of both pricing and style
- Excellent organization and top-quality presentation
- Uniqueness and thoughtful execution

We understand that your inventory fluctuates. We anticipate that all the products on your list will be available during the judging period. Judges will conduct visits without appointment during the month of February 2009.

How do you apply?

Applications open December 1st, 2008

The competition is open to all restaurants in British Columbia, Alberta and the Yukon. To enter, please:

- Go online to apply at <http://www.playhousewinefest.com/page196.htm>.

- Submit a single copy of your establishment's current wine list (including wines by the glass, reserve pages, dessert wines, etc.)
- Submit a single copy of your establishment's current menu. Wine Lists and menus can be sent as attachments (awards@playhousewinefest.com), by fax (604.872.6632) or by mail.

AND

- Submit a cheque for \$125 by Thursday, January 15th, 2009 payable to:
Vancouver Playhouse International Wine Festival
127 West 2nd Ave.
Vancouver, B.C. V5T 1B4

Winners will be announced at the 6th Annual Awards Lunch, Friday, March 27th, 2009.

The Vancouver Playhouse International Wine Festival reserves the right to publish the names of the winners for promotional purposes.

Partners and endorsements

The Wine List Awards is endorsed by:

- *Vancouver Magazine*
- Vancouver Wine Academy
- International Sommelier Guild
- Import Vintners and Spirits Association of British Columbia