

# WINE FACTS & FIGURES

## Behind The Scenes At Wine Competitions

(NAPSA)—Actors, directors, athletes, authors and musicians all compete for top honors at annually celebrated world-class events. Competitions are also an exciting part of the wine industry and award-



**Gina Gallo, third generation winemaker for award-winning Gallo of Sonoma Winery.**

winner winners earn the right to proudly display their medal on the bottle, just as authors or musicians can display honors on their book or album cover.

What are top wine competitions like? Gallo of Sonoma provides a behind-the-ropes view of some of the most prestigious:

**Success at San Francisco:** Serious and significant, this competition is the largest wine competition in the United States. Winning at the San Francisco Wine Competition has all the enthusiasm and excitement of winning America's most coveted music award!

**Victorious at VinItaly:** Similar to a major sporting championship, only the strongest will survive. Only one Grand Gold, Gold, Silver and Bronze medal is awarded for each category and less than four percent of the wines entered receive awards.

Gallo of Sonoma Winery is the proud winner of the Premio Gran VinItaly 2002 (International Winery of the Year), the highest honor at the world's largest wine event.

It is the only American winery to ever receive this honor and the only foreign winery to ever win this award three times (1998, 2001 and 2002). The Premio Gran VinItaly award is presented to the winery winning the most gold medals at the prestigious competition.

**Impressive at International Wine & Spirits:** Oldest and most respected, this London wine competition boasts a judging panel com-

plete with 40 Masters of Wine (MW), a title that signifies one of the highest levels of achievement within the industry. Like winning a celebrated literary award, winning an award at this competition signifies stature, since the focus on excellence has been rooted for decades.

**Celebratory at Challenge International du Vin:** Fun and friendly, this inviting competition held in France is open to all wines without distinction of vintage. Similar to a global film festival, international boundaries are crossed, encompassing over 2,000 wine and spirits companies from all over the world.

**Legacy at L.A. County Fair:** Roll out the red carpet for the performer of the year! A stellar event, L.A. County Fair accepts only the best and brightest. Time-honored and traditional, this is the nation's oldest county fair wine tasting. Beginning in 1935 after the cessation of prohibition, organizers didn't wait long to set up this timeless tasting.

**Vast at Vinalies Internationales:** When thinking Vinalies Internationales, think of the fierce competition and intense drama for the top honors on Broadway.

This competition includes over 2,028 wines presented by 694 producers from 31 different countries. Wines are tasted by 100 VIP wine experts who flock to Paris just to participate in this splendid event.

Winning this coveted honor is a tough act—only gold and silver medals are awarded at this grand competition.

Next time you serve a bottle bearing a medal, you may be confident that you are giving your guests a flavor of the personality of wine competitions by sharing behind-the-scenes secrets of where it came from.

For more information about Gallo of Sonoma, one of the world's most awarded wineries, visit [www.gallosonoma.com](http://www.gallosonoma.com).