

# Wine Spectator

## 2011 Restaurant Wine List Awards New Entry Guidelines

The following materials are **REQUIRED** for entry into the program:

- Your current wine list
- Your current dinner menu
- A one-page cover letter on your restaurant letterhead describing your storage conditions, inventory, pricing and any other information you feel is relevant to your wine program. This cover letter must be in English and include a phone and fax number and e-mail
- Your nonrefundable entry fee of \$250, payable by check (in \$US) or credit card to M. Shanken Communications (This processing fee will be retained whether or not you win an award.)

**Note:** Entrance is limited to restaurants open to the public as of the program's deadline on Feb. 1; entries from private clubs, cruise lines and sporting arenas are not eligible.

After we receive the above materials, we will e-mail you a listing form to confirm the receipt of your materials and the accuracy of your restaurant's information. You must complete and return this form before your wine list will be considered for judging.

Entries are accepted from Jan. 1, 2011, to Feb. 1, 2011. All entries must be postmarked by Tuesday, Feb. 1. There are no exceptions. Faxed or e-mailed entries will not be accepted.

Wine lists must provide vintages, appellations and prices for all selections—including wines by the glass. Spelling is also taken into consideration, as is the overall presentation and appearance of the list. The submitted wine list must be an exact copy of what is currently in use in your restaurant. Lists entered for judging must accurately reflect what your customers will see and have access to. Once past these initial requirements, lists are then judged for one of our three awards.

All award winners will be notified by mail in May, and then listed in the Aug. 31 issue of *Wine Spectator*. Award certificates are mailed in July. Our Web site, WineSpectator.com, will be updated with the new winners when the Aug. 31 issue is made public.

**All new entries should be addressed to:**

### WINE SPECTATOR

Restaurant Wine List Awards  
387 Park Ave. South  
New York, NY 10016

### AWARDS ARE GIVEN ON THREE LEVELS:

#### **AWARD OF EXCELLENCE** **2,880 current winners**

Our basic award, for lists that offer a well-chosen selection of quality producers, along with a thematic match to the menu in both price and style. Typically, these lists offer at least 100 selections.

#### **BEST OF AWARD OF EXCELLENCE** **788 current winners**

Our second-tier award, created to give special recognition to restaurants that clearly exceed the requirements of the Award of Excellence. These lists typically offer 400 or more selections, along with superior presentation, and display either vintage depth, with several vertical offerings of top wines, or excellent breadth across several wine regions.

#### **GRAND AWARD** **75 current winners**

Our highest award, given to restaurants that show an uncompromising, passionate devotion to the quality of their wine program. These restaurants typically offer 1,500 selections or more, and feature serious breadth of top producers, outstanding depth in mature vintages, a selection of large-format bottles, excellent harmony with the menu and superior organization, presentation and wine service.

# Wine Spectator

## 2011 RESTAURANT WINE LIST AWARDS NEW ENTRY PAYMENT FORM

There is a \$250 entry fee for the 2011 *Wine Spectator* Restaurant Wine List Awards. This fee applies to all Restaurant Wine List Awards applications (both renewals and new entries).

**This processing fee is nonrefundable.**

**Mail this form along with your materials to:**

**WINE SPECTATOR**  
Restaurant Wine List Awards  
387 Park Ave. South  
New York, NY 10016

All new applicants must complete this form and mail it along with the wine list, dinner menu and cover letter. These materials must be postmarked by Tuesday, Feb. 1. You will then be e-mailed a listing form that you must return in order to complete your application.

Restaurant: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Contact name, E-mail: \_\_\_\_\_

**PAYMENT:** \$250 entry fee (required for all entries)

CHECK ENCLOSED (Checks must be in \$US payable to: M. Shanken Communications)

CREDIT CARD

Card:  MasterCard  Visa  AmEx

Card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature \_\_\_\_\_

**Please keep a copy of this form as a receipt of payment.**

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# Frequently Asked Questions

## for Restaurant Wine List Awards New Entries

### **How can I find out if my materials have been received?**

Upon receipt of your materials, we will e-mail you a Wine Spectator Restaurant Wine List Awards Listing Form to the e-mail address you provide on your cover letter. You must complete and return this form as soon as possible. Once we have processed your Listing Form and your entry is complete, we will send a confirmation e-mail. With more than 4,000 entries submitted each year, we cannot reply to phone calls or e-mails requesting confirmation of received materials.

### **Can I have my listing form e-mailed to me first so I can include it with my materials?**

No, the Listing Form will be generated after we process your materials. Due to the volume of entries we receive, it is not unusual for you to be e-mailed your Listing Form weeks after sending your materials. For faster response, enter early. As long as your initial materials (wine list, menu, cover letter and fee) are received by the deadline, your entry will be valid.

### **If my wine list is in a binder, do I need to include that as well?**

It is not necessary to include a binder or other cover with your wine list. Sending your list unbound will save on your postage and help will us process your materials more quickly.

### **I have more than one restaurant with the same wine list. Do I need to enter them separately?**

Yes, new entries for each restaurant must be submitted under separate cover letters, with their own set of materials and an entry fee for each. One set of materials submitted for several restaurants will not be accepted.

### **Should I include copies of my lunch menu, press clippings or anything else?**

No, only your wine list, dinner menu, cover letter, listing form and entry fee are required. Other materials are not reviewed by the judges and should not be sent.

### **Can I fax or e-mail you my wine list and menu?**

Faxed or e-mailed entries are not accepted. Only mailed submissions are accepted.

### **If my restaurant wins an award, how will I be notified?**

All award winners will be notified by mail in May, and then listed in the Aug. 31 issue of *Wine Spectator*. Our Web site, WineSpectator.com, will be updated with the new winners when the Aug. 31 issue is made public. Award certificates are mailed in July.

### **After my restaurant wins an award, then what?**

Each year, all previous award winners must resubmit their current wine list, dinner menu and entry fee, as well as an updated Listing Form and cover letter in order to be considered for continued inclusion in the Restaurant Wine List Awards program. Listing Forms and renewal notices are mailed in November each year. Renewals must be received between Jan. 1 and Feb. 1. We urge you to renew your Restaurant Wine List Award as early as possible to avoid potential problems. Please avoid the rush of submitting your entry on the deadline day.

### **My award certificate was lost/damaged/stolen. Can I get another?**

Unfortunately, no. We do not stock copies of previous years' award certificates. The one sent to you in July is the only one printed for your restaurant.

### **Still have questions?**

E-mail [RestaurantAwards@mshanken.com](mailto:RestaurantAwards@mshanken.com).