The 2016 Rising Wine Stars Awards

Winery of the Year
Winemaker of the Year
Wine Marketer of the Year
Hospitality & Guest Relations
Service to the Community
The 2016 Rising Wine Stars Awards

Winery of the Year

Selection Criteria:
• Is considered to be an up-and-coming leader in the industry
• Is the subject of current industry buzz (for the right reasons)
• Is a brand that is generating consumer and trade interest, if not excitement
• Is innovating and experimenting with new, interesting trends in winemaking and marketing
• Is hiring the right people (top performers) and attracting the right talent (wine talent wants to work there)
The 2016 Rising Wine Stars Awards

Winery of the Year

NINE SUNS

Accepting the Award: Jason Chang
Proprietor

Presenting the Award: Henry Schlangen
Terra Firma Global Partners
The 2016 Rising Wine Stars Awards

Winemaker of the Year
Selection Criteria:
• Is making great wines that are yet to be discovered or fully appreciated
• Is the next great winemaker in the making
• Is developing a reputation for his/her winemaking skills
• Is not afraid of experimentation and innovation in winemaking
• Is the winemaker that every discerning winery owner would love to hire
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Winemaker of the Year
BENOIT TOUQUETTE
Realm | Kata | Fait-Main

Presenting the Award:
Paul Reulbach
San Francisco Magazine
Silicon Valley Magazine
The 2016 Rising Wine Stars Awards

Marketer of the Year

Selection Criteria:

• Has elevated marketing to a primary role within the winery or wine business
• Is willing to think outside the traditional wine industry box, experiment with new marketing strategies—and risk failure
• Has a disciplined approach to brand marketing and excels with a variety of marketing strategies and tools associated with DTC, CRM, wine club, tasting room, winery experiences, events, partnerships, direct response, digital platforms, social media, etc.
• Has a genuine interest in understanding the motivations and behavior of the wine consumer
• Has a proactive outlook on the industry and its consumer trends
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Marketer of the Year
ADAM IVOR
Gliding Eagle

Presenting the Award:
Sandra Hess
DTC Wine Workshops
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For Hospitality & Guest Relations

Selection Criteria:

• Is delivering a unique and remarkable guest experience
• Knows how to attract, train and develop guest experience staff and build an outstanding guest relations team
• Is responsible for managing and/or executing the “complete” guest experience from start to finish, flawlessly and seamlessly
• Knows how to “listen” to the customer in every respect
• Is willing to think and act outside the traditional wine industry hospitality box

Note: This award is restricted to hospitality and guest relations personnel and entities within the winery sector and does not include restaurants, hotels, resorts, transportation companies, attractions, etc.
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Hospitality & Guest Relations
KIT GILBERT
Paul Hobbs Wines

Presenting the Award:
Colby Smith
CANVAS
The 2016 Rising Wine Stars Awards

For Service to the Community

Selection Criteria:
• Is responsible for programs and initiatives that support communities in need in a worthwhile and productive manner
• Operates with an eye to efficiency and cost-consciousness
• Fills an unfulfilled need in the community
• Is garnering growing community support because of its ideals, mission and results

Note: This award is applicable to both organizations and individuals
The 2016 Rising Wine Stars Awards

For Service to the Community

NAPA VALLEY

THE LUXURY MARKETING COUNCIL
Our Esteemed Partners & Sponsors
We wish to congratulate the award winners and thank you for joining us today.

We’ll see you in 2018!