

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 LUXURY MARKETING COUNCIL

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: Presenting the Award:

Jason Chang

Henry Schlangen

Proprietor

Terra Firma Global Partners

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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

The 2016 Rising Wine Stars Awards

Winemaker of the Year
BENOIT TOUQUET
Realm | Kata | Fait-Main

Presenting the Award:
Paul Reulbach
San Francisco Magazine
Silicon Valley Magazine



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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

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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



jameson
animal
rescue
ranch

N A P A V A L L E Y

For Service to the Community

THE LUXURY MARKETING COUNCIL

Our Esteemed Partners & Sponsors



THE LUXURY MARKETING COUNCIL

The 5th Annual Wineries Boot Camp

We wish to congratulate
the award winners and thank you for
joining us today.

We'll see you in 2018!