Winery of the Year Winemaker of the Year Wine Marketer of the Year Hospitality & Guest Relations Service to the Community



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)

Winery of the Year NINE SUNS

Jason Chang Proprietor

Accepting the Award: Presenting the Award: Henry Schlangen Terra Firma Global Partners

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

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

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

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

Marketer of the Year ADAM IVOR Gliding Eagle

Presenting the Award: Sandra Hess DTC Wine Workshops



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.

Hospitality & Guest Relations KIT GILBERT

Paul Hobbs Wines



Presenting the Award: Colby Smith CANVAS

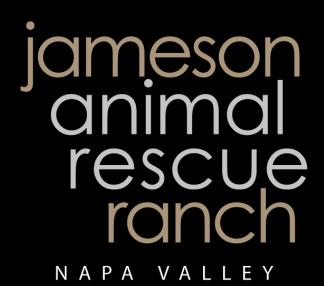
For Service to the Community

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





For Service to the Community

Our Esteemed Partners & Sponsors



















of San Francisco

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!