

The 2018 Rising Wine Stars Awards



THE LUXURY MARKETING COUNCIL

The 2018 Rising Wine Stars Awards

We wish to thank the selection panel:

1. Kerry Andrews, Napa Valley Hospitality Forum
2. Adam Ivor, Gliding Eagle
3. Laura Larson, Virtual Vines
4. Colin MacPhail, VINFABULA
5. David Newlin, Newlin Associates
6. Bronwyn Ney, Bronwyn Ney Consulting
7. David Schuerman, CF Napa Brand Design
8. Colby Smith, CANVAS
9. Scotti Stark, Stark Advantage
10. Monica Stevens, Jameson Animal Rescue Ranch
11. David Stevens, 750 Wines

The 2018 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 2018 Rising Wine Stars Awards

Nominations received:

- Winery of the Year: 62
- Winemaker of the Year: 50
- Marketer of the Year: 20
- Hospitality & Guest Relations: 49
- Service to the Community: 17
- Total: 198

The 2018 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)

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The Finalists (Alphabetical)

- Dakota Shy
- MacRostie Winery & Vineyards
- Tank Garage Winery

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Winery of the Year
Tank Garage Winery



Accepting: James Harder, Owner/Dreamer/Partner
Presenting: Jason Chang, NINE SUNS

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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

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The Finalists (Alphabetical)

- Renee Ary, Duckhorn Vineyards
- Jean Hoefliger, JH Consulting
- Nigel Kinsman, Kinsman Wine Consulting

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Winemaker of the Year

NIGEL KINSMAN

Accendo Cellars / Wheeler Farms Winery
Bella Oaks / Kinsman Wine



Presenting: Ian White, San Francisco and Silicon Valley magazines

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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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The Finalists (Alphabetical)

- Lisa Mattson, Jordan Vineyard & Winery
- Mallory Uran McEligot, Silver Trident Winery

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Marketer of the Year
Mallory Uran McEligot
Silver Trident Winery



Presenting: Adam Ivor, Gliding Eagle

The 2018 Rising Wine Stars Awards

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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The Finalists (Alphabetical)

- Don Davis, MacRostie Winery & Vineyards
- Kristie Fondario, Ackerman Family Vineyards
- Todd Newman, Dakota Shy

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Hospitality & Guest Relations

TODD NEWMAN

Dakota Shy



Presenting: Kit Gilbert, Dana Estates Winery

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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 2018 Rising Wine Stars Awards

The Finalists (Alphabetical)

- The John Jordan Foundation
- The Meritage Resort and Spa

The 2018 Rising Wine Stars Awards

Service to the Community



THE
Meritage
RESORT AND SPA®

Accepting: Shashi Poudyal, Managing Director, The Meritage Resort and Spa
Presenting: Monica Stevens, Jameson Animal Rescue Ranch

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