



For Immediate Release  
May 1, 2010  
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## **EL DORADO COUNTY FAIR COMMERCIAL WINE COMPETITION TAKES ON THE WORLD**

Fair opens competition to wineries worldwide  
Special awards recognize Sierra Nevada Foothills wineries

Deadline for entries: May 12

Placerville, CA (April 30, 2010) – When the folks at the El Dorado County Fair say it's going to be "A World of Fun" at the Fair this year, they sure mean it! Even the commercial wine competition this year goes hand-in-hand with the Fair's annual theme. "We've decided to extend our popular commercial wine competition to include all wineries, with no geographical or production limits," says Jody Gray, the Fair's chief executive officer. "This is a change from previous years when we limited the competition to California wineries only (except in the Rhone categories, which had no geographical limits)." The Fair has also removed production limits to open the competition to larger wineries outside of the Sierra Nevada Foothills.

"We're excited about growing the competition to incorporate a broader perspective," says Gray, "and at the same time, we plan to maintain a healthy 'competition within the competition' in order to specifically highlight our many outstanding wines produced locally."

Special awards offered for wines coming from the Sierra Nevada Foothills region include the Frank Herbert Memorial Award for the best zinfandel made from El Dorado or Fair Play Appellation grapes. The El Dorado Wine Grape Growers Award is offered for the best commercial wine produced from El Dorado or Fair Play Appellation Grapes. And, the Fair Play Special Award is for the best commercial wine made with at least 85% wine grapes from the Fair Play American Viticultural Area.

"A new highlight of the competition this year is the Back Room Gold special award, which will be selected by the Fair's back room staff," says Gray. "This award is unique to the El Dorado County Fair competition. Essentially it's

a ‘people’s choice’ award with judges who are a lot like most wine customers—just regular wine-loving folks who select what they think tastes best.”

The El Dorado County Fair Commercial Wine Competition always features an impressive list of judges, including many of the industry’s most respected winemakers, wine columnists, and sommeliers. The judging panel will consist of 28 judges, with such notables as sommelier Larry Van Aalst who hosts of *The Sonoma Report* on CRN Digital Talk Radio and also judges the San Francisco Chronicle Wine Competition, and Guy Bower hosts the radio show *The Good Life* out of Wichita, Kansas and judges at the Jerry Mead New World Competition.

The competition offers an excellent opportunity for wineries to showcase their wines to the Fair’s 70,000 attendees and to earn bragging rights for medal winners. Fairgoers may also purchase Gold Medal-winning wines at the Fair tasting booth.

**Entry information:**

The deadline to submit entries is May 12 at 4pm. Entries must be delivered to the Fair Office located at 100 Placerville Drive, Placerville, CA 95667.

Visit [www.eldoradocountyfair.org/entry.html](http://www.eldoradocountyfair.org/entry.html) for entry forms and more information.

Judging will be held May 21, 2010.

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