

The logo for the Sunset International Wine Competition is located in the upper right. It features a circular emblem with a sunburst at the top, the words "THE TWO THOUSAND NINETEEN" around the perimeter, and "Sunset INTERNATIONAL WINE COMPETITION" in the center.

Sunset

THE TWO THOUSAND NINETEEN
Sunset
INTERNATIONAL
WINE
COMPETITION

WINE AWARDS

**“Where there are vines, there will be wines.
Where there are wines, there will be good times”**

JUNE 23-24, THE SUNSET INTERNATIONAL WINE COMPETITION TOOK PLACE. THE WINNERS WILL BE ANNOUNCED IN OUR SPECIAL OCTOBER 2020 WINE ISSUE.

THE WINE AWARD PROGRAM IS DESIGNED TO ATTRACT ALL WINERIES INTERESTED IN REACHING THE WESTERN WINE CONSUMER AND IS JURIED BY A PANEL OF JUDGES WHO UNDERSTAND AND APPRECIATE THE WESTERN PALATE AND LIFESTYLE.



Presented by
Sunset

[HOME](#)[WINE COMPETITION](#)[SPIRITS COMPETITION](#)[ABOUT](#)[CONTACT](#)

SUNSET Magazine, the leading media brand of the Western lifestyle, is the proud sponsor of the Sunset International Wine Competition and Sunset International Spirits Competition.

Our esteemed judging panels represent large volume buyers, influential media, successful distillers, winemakers and other professionals from the beverage category.



<https://sunsetcompetitions.com/>

THE WESTERN WINE DRINKER

FILL YOUR GLASS UP!

The West is the top region for wine. Westerners are 35% above the average affluent adult for spending \$3,000 or more on wine in the past year.

Westerners drink over 60 million glasses of wine each week!

Sunset is the dominant media brand of Western lifestyle, with 1.1 million monthly online visitors, and over 30,000 event attendees annually.

SUNSET'S AUDIENCE DRINKS WINE

Almost all (96%) Sunset readers drink wine, and more than 3 out of 4 subscribers drink wine every week.

Sunset readers are 106% above average for being enthusiastic consumers of wine.

Sunset readers are 54% more likely to try new and different wines, and 96% say they enjoy exploring new wines.

ANNOUNCING THE WINNERS!

WINE SPECIAL ISSUE

Available mid-October a special non-print, digital edition with supporting microsite will launch.

Promotion across sunset.com, Sunset eNewsletters and Sunset social sites letting our audience know about the Wine Award Special Issue.

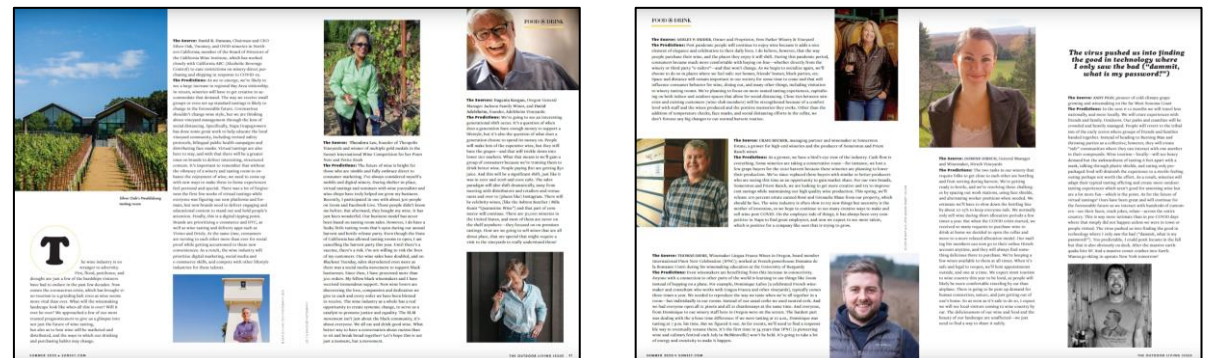
This edition will be promoted and available for 12 months or until the 2021 Wine Awards winners are announced

AVAILABLE SPONSORSHIPS

1. \$1,250 - Directory Page + Digital Listing
2. \$2,500 - Full Page Ad + Digital Listing
3. \$5,000 - Full Page Q&A Ad + Digital Listing + 5 Frame Instagram Story



DIGITAL EDITION LOOK AND FEEL (CLICK A PIC)

SUMMER OUTDOOR LIVING
DIGITAL EDITION ISSUE

DIRECTORY PAGE \$1,250

- Wine label and description in the wine directory.
- Digital listing including image and link to site.
- “Buy Button” included on digital “site” directory table. No buy button on digital edition pages, but image is clickable.



B.R. Cohn Winery

2018 Chardonnay

Silver Label

Category: Chardonnay \$20.01 - \$40.00

Award: Double Gold

Score: 95

Appellation: Russian River Valley

Price: \$21.00

Tasting notes: Toasty; sweet pea nose.

Balletto Vineyards

2018 RRV Pinot Noir

Estate Grown; Produced and Bottled

Category: Pinot Noir \$20.01 - \$40.00

Award: Gold

Score: 91

Appellation: Russian River Valley

Price: \$29.00

Tasting notes: Bright crisp fruit.

Good viscosity. Balanced.

Banknote Wine Company

2018 Revenue

Category: Cabernet Sauvignon

\$20.01 - \$40.00

Award: Double Gold est of Class

Score: 98

Appellation: Napa County; Atlas Peak

Price: \$40.00

Tasting notes: More of everything

Cab; nice acid; youthful.

CaliPaso 2019 Sauvignon Blanc

Category:

Sauvignon Blanc

> \$20.01

Award: Double Gold

Best of Class

Score: 96

Appellation:

Paso Robles

Price:

\$22.00

Tasting Notes:

Fruit salad;

fruity; flinty;

big lush.



FULL PAGE AD \$2,500

- Full-page ad with image of bottle, 100 word write-up provide by the Winemaker
- Best-of-the Best winning category seal.
- Wine label and description included in the wine directory.
- Digital listing including image and link to site.
- “Buy Button” included on digital “site” directory table. No buy button on digital edition pages, but image is clickable.

WINE AWARDS



Why We Picked It:
CaliPaso Sauvignon Blanc has a classic fruit character with subtle grassy notes. The addition of Albariño enhances the wonderful melon scent. An excellent wine to pair with seafood.

The Wine:

2019 CaliPaso Sauvignon Blanc
\$28.00 750 ml

APPELLATION
Central Coast -
Paraiso Vineyards &
Paragon Vineyards

VARIETAL COMPOSITION
Sauvignon Blanc
86% Albariño 14%

WINEMAKING
Cool fermented
primarily in stainless
steel with a small
percentage of new
Russian and neutral
French barrels.

VINTAGE NOTES
2019 started out cool
and wet. This reduced
the overall crop and
led to concentrated,
flavorful grapes.

AGING
The wine was aged
for four months;
bottled early to retain
the fresh crispness of
the variety.

TECHNICAL NOTES
pH: 3.32 Total Acid-
ity: 7.4 g/L Residual
Sugar: <2.0 g/L
Alcohol: 13.8%

Calipaso Winery

Located along California's famed Central Coast, the Paso Robles wine grape growing region's climate is perfect for award-winning premium wines. A long growing season of warm days and cool evenings give rise to vibrantly ripened fruit with dynamic flavor profiles that translate beautifully in your glass of Paso Robles wine.

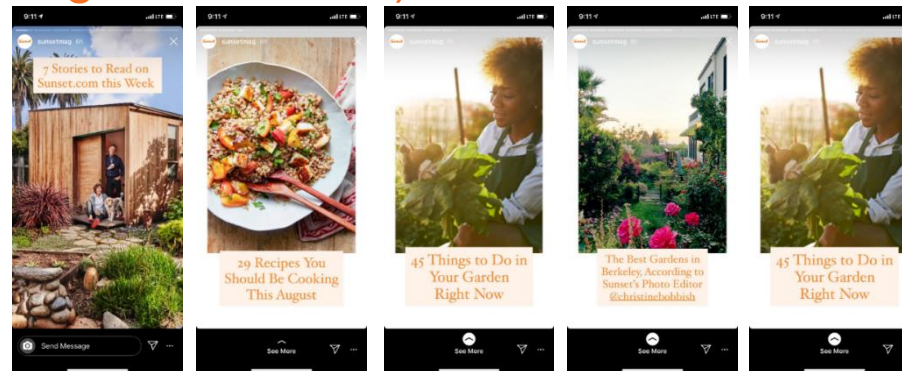
At CaliPaso Winery, we produce wine for every taste and occasion. Our goal is to deliver superior value and experience to consumers each and every time they share and enjoy our wines. We were committed to constantly improving our products that help us to make better wines for our consumers to enjoy.



SUNSET.COM

FULL PAGE AD + INSTAGRAM STORY \$5,000

- Full-page Ad with Photo of Bottle and Winemaker.
- Q&A with Winemaker written by Winemaker
- Best of the Best winning Category Seal.
- 5 frame Instagram Story on Sunset's Instagram
- Wine Label and Description in Wine Directory.
- Digital Listing including Image and Link to Site.
- “Buy Button” also included on Digital Site Directory Table. (No buy button on digital edition pages, but image is clickable).



WINE AWARDS

The Winemaker:
Alan Kinne

Alan Kinne, CaliPaso Director of Winemaking, has been recognized as one of the leaders in the wine industry for over 30 years. After graduating from the University of Michigan, Kinne managed wineries and made wine in Virginia, Long Island, Paso Robles, and Oregon. Alan was named the US winemaker of the year and runner-up another. In 2012, he was a consultant to CaliPaso before being named the Director of Winemaking in 2013. His winemaking philosophy is simple: great wines are a natural art form where the hand of man is lightly placed to direct the results.

Q&A with Alan

If you weren't in the wine industry, what would you be doing? A fine arts consultant or painter.

What interests/hobbies do you have outside of the wine world? I'm a collector of Douglas Kirkland photographs.

What is your favorite wine region not including Paso Robles? Any hilltown in Italy!

What is your favorite aspect of the wine business? The creative opportunities for creative expression and meeting and connecting with interesting types of people.

How long have you been in the Paso Robles area? 20 Years.

What is your first wine memory? When I shared a bottle of Napa Valley Chardonnay with my first girlfriend in High School.

Where do you see the industry in the Paso Robles region going? Up.

When you're not drinking wine, what's in your glass? Water or Champagne.

Why do you think Paso Robles has become such a big wine destination? Brilliant wines and increased exposure through the media like Sunset!

How many cases are you producing each year? +/- 1,000.

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VINTAGE NOTES
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AGING
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TECHNICAL NOTES
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AD SPECIFICATIONS

DIRECTORY LISTING PROGRAM	FULL PAGE PROGRAM	FULL PAGE + INSTAGRAM
<ul style="list-style-type: none">• Directory Image<ul style="list-style-type: none">• High Res Bottle Image• Digital Listing<ul style="list-style-type: none">• Image 100x50, JPG• Click Through Site URL• Click Through Buy URL	<ul style="list-style-type: none">• Digital Listing<ul style="list-style-type: none">• Image 100x50, JPG• Click Through Site URL• Click Through Buy URL• Full Page<ul style="list-style-type: none">• Bleed: 8.625" x 10.75"• Live Safety: 7.5" x 10"• Trim: 8.375" x 10.5"• Click Through URL	<ul style="list-style-type: none">• Digital Listing<ul style="list-style-type: none">• Image 100x50, JPG• Click Through Site URL• Click Through Buy URL• Full Page<ul style="list-style-type: none">• Bleed: 8.625" x 10.75"• Live Safety: 7.5" x 10"• Trim: 8.375" x 10.5"• Click Through URL• Instagram<ul style="list-style-type: none">• Handle• 10 Images or Short Video• Click Through URLs for social post

WINEMAKER Q&A QUESTIONS (See Slide 9)

1	2	3
Tell us about your approach to winemaking—what would you say sets your winery apart from the others?	What is it about your property that helps impart quality to the raw materials you're working with? Soil, aspect, climate, biome, etc?	During vinification, what is the primary focus for your Sunset award-winning wine? Is it the fermentation process? The aging?
4	5	
Going forward what are your predictions for the wine industry given some of the turmoil this year and the climate concerns, fires, etc?	What was the wine for you that sparked the inspiration behind your winery? Was there a particular experience that proved to be formative in your journey?	



COMING OCTOBER 2020...
[SUNSET.COM/WINEAWARDS](https://www.sunset.com/wineawards)

Sunset