

PRESS RELEASE – FRENCH BROAD VIGNERONS AND THE ASHEVILLE WINE AND FOOD FESTIVAL ANNOUNCE
THE 2017 ASHEVILLE INTERNATIONAL WINE COMPETITION

Date: 5/9/17

Story tag line: Wineries invited to Compete at Asheville International Wine Competition

Headline: French Broad Vignerons and The Asheville Wine and Food Festival Announce 2017 Asheville International Wine Competition

Further information: PETER FLAND Word count: 725
PRESIDENT, FRENCH BROAD VIGNERONS
Phone: 828-649-1264
Email: petefland@frenchbroadvignerons.org

The French Broad Vignerons and the Asheville Wine and Food Festival are inviting the submission of commercial wines from Western North Carolina, North Carolina, the United States and international wineries to enter the 2017 Asheville International Wine Competition.. This annual competition is especially significant for the wineries of North Carolina because Gold and Double Gold Medalists will be considered to participate in the FBV Benchmark Program which compares Western NC and North Carolina wines with international and highly regarded American wines. Non-commercial winemakers from across North Carolina are invited to submit wines for the Asheville Non-Commercial Wine Competition.

Wines in the Asheville International Wine Competition will be judged using the unique judging format of the Asheville International Wine Competition which is that each wine is judged by two different judging teams to assure quality evaluations. A modified version of the Davis Card is used for judging. Western North Carolina wines that earn a Gold or Silver medal are entitled to call themselves a BOTA wine - Best Of The Appalachians. To be a BOTA wine, the grapes used in the wine must be from Western North Carolina and the wine must be produced in Western North Carolina as well. The French Broad Vignerons will promote medal winning wines and BOTA wines on their website and in other media as well as at the 2017 Asheville Food Festival in August.

Gold and Double Gold wines from Western North Carolina and North Carolina will be eligible for nomination to the **Benchmark** Event. **There is no cost to any winery that is included in the Benchmark.** The Benchmark is a funded activity of the French Broad Vignerons that demonstrates the quality of Western North Carolina wines and representative North Carolina wines against selected international and highly regarded American wines. The event is a blind tasting by a panel of 5 American Wine Society judges and 2 sommelier. Results are promoted in a variety of media formats including digital media. Between 16 and 20 wines are selected for Benchmark Annually. 75% of this wines will be from Western North Carolina and 25% will be from across the state of North Carolina. To be eligible for inclusion, the grapes in the wine must be produced in North Carolina and the fermentation must occur in North Carolina as well.

Specific entry information will be posted on the website www.frenchbroadvignerons.org on May 15. There is a fee for each bottle entered. All wines that are judged to be at the Gold, Silver or Bronze level will receive medals in addition to PR support.

Entry information for Non-Commercial wines will be available on May 15. There is no charge for non-commercial wines and those wines receiving scoring at the Gold, Silver or Bronze level will be awarded ribbons. The Non-Commercial entry form will be found on the website www.frenchbroadvignerons.org on May 15.

NOTES FOR EDITORS

Content Resources

<http://www.travelchannel.com/interests/packages/food-and-wine/photo/the-new-top-10-wine-cities>

<http://mountainx.com/food/north-carolina-wines-hold-up-to-international-competition-at-blind-judging/>

http://wncmagazine.com/feature/fruits_of_the_vine .

About The French Broad Vignerons

The French Broad Vignerons is a non-profit organization dedicated to wine evaluation and promoting the wide variety of quality wines in the region

There are currently 17 commercial members of the French Broad Vignerons including the most visited winery in America and some very small boutique wineries.

The French Broad Vignerons promote the wines of the region, wine tourism, the growth of wineries, and the unique terroir of the mountains.

The French Broad Vignerons conduct Benchmark activities to assess regional wines in comparison to other areas local and international The also conduct an annual wine competition in conjunction with the Asheville Wine and Food Festival

There are two digital resources available to the public - The website www.FrenchBroadVigneron.org and a Facebook Page - <https://www.facebook.com/FrenchBroadVignerons>

Western North Carolina is defined as the two geographic areas shown in the Mountain and Western Piedmont maps in the North Carolina Wine Guide.