

## YOU COULD BE A NSW WINE STAR!

A 'NSW Wine Star' is a sommelier/beverage manager or venue that offers their customers a great wine experience and a range of delicious local wines that highlight the quality and diversity of wines being produced in NSW.

Sound like you? Then enter the 2021 NSW SOMMELIER'S WINE LIST AWARDS and claim your reward!



The 2021 NSW Sommelier's Wine List Awards is run by NSW Wine (with strategic partners Destination NSW and the Restaurant & Catering Association) and is open for entries NOW, with a new look and a revitalised aim to showcase and reward the very best NSW Wine Stars.

In these difficult times, NSW Wine believes it is more important than ever to support the hospitality professionals that are working so hard to continue to offer their customers a great dining experience. And even more so, those people and venues that source wines from equally driven local winemakers and support our state's producers.

**Entry is FREE** via a simple online form which should take no longer than 20 minutes to enter. Sommeliers and Beverage/Bar Managers have until 11 April to enter the awards online.

<https://www.nswwine.com.au/nsw-sommeliers-wine-list-awards/>



### NEW to 2021:

- New categories specifically for Hotel accommodation venues
  - New judges
- All finalists will be crowned a 'NSW Wine Star', receiving increased promotional opportunities and some great marketing material
  - New Awards Presentation event
  - New prizes

*See below for more details ...*

### Categories:

A venue can enter one of any of the below categories ...

- Best NSW Wine List in a Regional NSW venue – small (1-40 seats)
- Best NSW Wine List in a Regional NSW venue – mid/large (41+ seats)
- Best NSW Wine List in a Regional NSW accommodation venue \*(>20 rooms)
- Best NSW Wine List in a Sydney venue – small (1-40 seats)
- Best NSW Wine List in a Sydney venue – mid/large (41+ seats)
- Best NSW Wine List in a Sydney accommodation venue \*(>20 rooms)

\*The accommodation categories are new to the Awards and are specifically aimed at the larger hotel establishments. Any accommodation venues with less than 20 rooms are still very welcome to enter their wine lists into one of the other categories.

Out of the above 6 categories, an overall winner will be selected, winning the ultimate title of *2021 NSW Sommelier's Wine List of the Year*.

### Judges:

In 2021, submitted wine lists will be judged by 3 experienced, independent judges. **Dane Richards**, GM and Head of Reviewing Australia for Gault&Millau, has judged food and wine at all levels for a diversity of organisations, providing invaluable, honest and objective assessments. **Ned Goodwin**, Master of Wine, is a former Sommelier, a dux of the Len Evans Tutorial, Japan's first Master of Wine and a highly regarded wine educator, judge and critic. He brings a wealth of wine knowledge to the team. **Mark Baulderstone**, MD of Riedel Spiegelau Nachtmann Australia, has worked with some of the world's finest wine glasses and a diverse range of restaurants gives him great insight into the broader wine experience.

The judges will assess the wine lists using criteria including wine list content, presentation, educational content, selection, food and wine matching, service and NSW wine representation, so it's not just about the wines named on the list but also the quality of overall experience given to the consumer.

**Awards Night:**

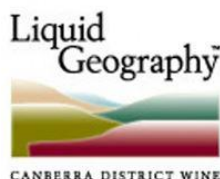
Winners will be announced at a prestigious event at Government House Sydney, hosted by the Governor of New South Wales Her Excellency the Honourable Margaret Beazley AC QC, on 24<sup>th</sup> May.

**Prizes:**

Anyone that makes it onto the finalist list will receive the title of 'NSW Wine Star', along with some great promotional opportunities and marketing material.

Those who win one of the 7 main categories will not only take home a stunning trophy but also a great prize, including automatic entry into Australia's Wine List of the Year Awards, exclusive food and wine trips to some of NSW's best wine regions, invaluable advice on and creation of the right digital systems and design for your business, some of Australia's best wine logistic solutions and some cutting-edge wine service equipment and premium wine glasses (individually selected for your venue).

We are very grateful to our wonderful prize partners:



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