

# PLEASE READ ALL RULES CAREFULLY!

Violation of the rules may result in disqualification and the forfeiture of fees.  
If you have any questions, please call the Competition office at (415) 345-9000.

## Wine Competition Rules

### 1. Entry Qualifications and Conditions:

- Any commercial wine produced by a professional winery may be entered.
- There is no limit to the number of entries per winery.
- No wine may be entered more than once in the same year by an entrant, even if it is marketed under different labels.
- Wine entered in previous competitions are welcome.
- Each winery winning a Sweepstakes or Double Gold medal award agrees to provide the San Francisco International Wine Competition with one (1) bottle for display purposes, if requested.

### 2. Sending Your Entry Form and Fee(s):

*Do not send wine with your entry form and fee(s).  
See below for wine shipping instructions.*

**Your completed entry form and fee(s) must be received at the Competition office by May 25.**

The entry fee is \$85 per wine entered.

**If paying by credit card you may fax your completed entry form and payment information to (415) 345-9090 or enter online at [www.sfwinecomp.com](http://www.sfwinecomp.com).**

If you are paying by check, send your entry form and payment to our NEW ADDRESS:

**San Francisco Competition  
401 Terry Francois Blvd., Suite 116  
San Francisco, CA U.S.A. 94158**

Make your check payable to: **SAN FRANCISCO COMPETITION**

(NOTE: Keep a copy of the completed entry form for your records.)

### 3. Sending Your Wines:

*Do not send entry fees with your wines.  
See above for mailing instructions concerning forms and fees.*

**All wine must be received at the Competition warehouse by May 25.**

Send five (5) 750 ml. bottles per entry and a copy of your completed entry form to:

**San Francisco Competition Warehouse  
Pier 50 Shed A  
San Francisco, CA U.S.A. 94158  
(415) 345-9000**

- **For shipments from outside the U.S., if you are not using your U.S. importer, you must contact our customs broker, SDV (USA), Inc., at [usa.winedesk@sdvusa.com](mailto:usa.winedesk@sdvusa.com).** To reduce customs charges, SDV will arrange for your shipment and may consolidate shipments with others in your area. **The San Francisco International Wine Competition is not responsible for customs duty charges or fees.**
- **WRITE ON THE BOXES: "SAMPLE MATERIALS. NOT FOR RESALE. GLASS ENCLOSED."**
- For shipments of more than one box, indicate that the box is "Box 1 of 4," "Box 2 of 4," etc.
- Please use eco-friendly shippers whenever possible.

## Wine Label Competition Rules

### 1. For entries in the label competition, the label must be judged on the bottle.

### 2. Wine labels will be judged in two categories:

- Individual Label.**
- Overall Label Series:** a label series consists of at least two different labels and not more than five different labels.

### 3. Wine label judging:

- The labels will be judged by nationally recognized graphic design experts.
- The judges have determined the following criteria for judging the labels:
  - overall originality and creativity
  - use of typography and graphics
  - overall package appearance

### 4. Awards for the Wine Label Competition

will be mailed after the judging and will consist of Double Gold, Gold, Silver, and Bronze awards in both the Individual and Series categories. The Competition reserves the right to photograph and reproduce any label entered in the Competition in catalogs, posters, publications, and publicity printed by the Competition. Each entrant assents to this condition.

### 5. To enter your wine labels:

- FORMS AND FEES:** Use the Label Competition Entry Form and make your check payable to: **"San Francisco Competition."** The entry fee is \$25 per Label or Series entry. By May 25, send a completed copy of the form along with your check or credit card information to:

**San Francisco Competition  
401 Terry Francois Blvd., Suite 116  
San Francisco, CA U.S.A. 94158**

- WINE LABELS:** Send one bottle for each label entered (including one bottle for each label in a series) and a copy of the entry form **by May 25** to:

**San Francisco Competition Warehouse  
Pier 50 Shed A  
San Francisco, CA 94158  
(415) 345-9000**

### 6. If you are also entering the Wine Competition, you may ship your label entries with your wine entries. **PLEASE NOTE: These are separate competitions and require separate bottles and entry forms.**



**ALL ENTRY FORMS  
AND WINES  
MUST BE RECEIVED  
BY MAY 25, 2012.**

Each wine entry will, within reason and at the discretion of the Judging Director and Managing Director, be evaluated within a peer group of similar wines. However, the Events Directors reserve the right to arrange categories as they see fit in light of the number of entries.

San Francisco International Wine Competition awards will be made on a merit basis. The judges will not grant awards when, in their opinion, wines are unworthy of recognition.