



For further information please contact:
Rich Cook, Director & Chief Wine Judge
760-522-3167
winwiseguy@me.com

TJ Plew, CEO
831-385-3243
TJ@SalinasValleyFair.com

MONTEREY INTERNATIONAL WINE COMPETITION

Over 700 wines expected at the 26th Wine Competition hosted in King City, CA

King City, CA – The Monterey International Wine Competition (MIWC) will host its 26th annual international wine competition March 9, 2019 at the Salinas Valley Fairgrounds in King City, CA. From its inception, the competition has pursued one goal: to honor the efforts of dedicated winemakers by recognizing their accomplishments through the award of medals.

While the event is called a competition it is very careful to ensure that the wines are evaluated in their own context – in other words, the competition is not out to say that “this wine is better than that wine”. The MIWC celebrates high quality wines of all styles, from all regions of the world. The judges are experienced tasters that have significant experience in the industry running the gamut from marketing consultants that represent large wine portfolios to Master Sommeliers. Cumulatively they have nearly 200 years of judging experience.

Several judges have been selected from the Central Coast including Anna Marie Dos Remedios of Carmel Valley, Brett Jones of San Bernarbe, Amy Butler of Paso Robles, Patrick Muran of Paso Robles, Laura Ness of Monterey, John Shiltz of Atascadero as well as former King City residents Jon Walton of Napa and Adam & Angie Lazarre of Paso Robles.

During the competition, Judges will award Silver honors to wines that demonstrate above average character for the wine type and place of origin; Gold honors to wines that rise above a straightforward recommendation; and Platinum awards for wines nominated for Best of Show in the categories of sparkling, rose, white, red and dessert.

“Our competition offers medals, scores, regional awards, public tasting opportunities and social media promotion for our top award winners. This way, wineries can select all or part of what they are awarded to use as befits their marketing programs”, explains Rich Cook, the competition’s Chief Wine Judge and Competition Director.

In 2015, the competition added special awards to recognize local vintners with the Best of Monterey County award. Scheid Vineyards, 2011 Merlot, Estate Grown, Monterey was recognized as the Best of Monterey in 2015 followed by the Bargetto Winery, 2015 Monterey County Pinot Grigio (94 points)

in 2016 and the honor was awarded to the John Ross 2015 Pinot Noir, La Belle Rose Vineyard (95 points) in 2017 and last year's deserving winner was the 2016 Hahn Family Wines, Syrah Santa Lucia Highlands Estate Vineyard (96 points).

Social media will also play a large roll in this unique competition. The competitions Twitter and Facebook pages include judges bios, information about wines that have entered and will be the best resource for locating this year's winning wines. MIWC staff will be posting photos and judging results the weekend of the competition.

Organizing an event of this size is an undertaking that utilizes the skills from the Salinas Valley Fair staff and over 60 volunteers, some traveling as far as Texas, to help out with the event. Organizers also rely on their longtime volunteers Paul Beckett, Bill Hunt, Sharon Pursley, Paul Slocum and Robin Slocum who have been working the event for 25 years. "It's fun to work with friendly, professional volunteers that love wine and discovering wine from throughout the world," said TJ Plew, Salinas Valley Fair CEO. "Our volunteers not only help to run a top-notch competition they also help us to raise necessary funding for our non-profit fair". For over 25 years the Monterey Wine Competition has been a fundraiser for the annual Salinas Valley Fair.

Judging is a private event; the public is invited to taste the winning wines on May 16, 2019 at the Grand Tasting sponsored by RaboBank during the annual Salinas Valley Fair in King City.

For complete list of winners from the past three competitions and wine reviews of all platinum winning wines visit www.MontereyWineCompetition.com.

Celebrating the 75th Fair in 2019 (with a three-year hiatus during WWII), the Salinas Valley Fair was started in 1941 to provide a venue for showcasing the agriculture in the area and give youth an opportunity to show and auction animals through 4-H and FFA. It has grown to be one of the largest Junior Livestock Auctions in the state and attracts young people from throughout Monterey, Santa Cruz, San Luis Obispo and San Benito Counties. The Fair is designed to be a safe, accessible venue for education, community engagement, and fun in a wholesome, family friendly environment. It offers opportunities for people to gather through entertainment, interactive educational activities, agricultural competition and recognition programs, food and drink, and cultural events.

###