

**DATE: May 25, 2021**  
**FOR IMMEDIATE RELEASE**  
**SUBJECT: Michigan Wine**  
**Collaborative Announces**  
**2021 JUDGEMENT OF**  
**MICHIGAN**

The Michigan Wine Collaborative (MWC) is the non-profit voice of the Michigan wine industry. Run, driven, and funded by members and volunteers, all of our member dues go back into projects aimed at propelling the Michigan wine industry. The Michigan Wine Collaborative is committed to the expansion of the MI wine industry by reaching new markets, supporting education, research, and workforce development, and making sure the world knows that Michigan wine is for everyone.

In pursuit of that mission, MWC has partnered with Lake Michigan College to produce the first ever Judgement of Michigan wine evaluation to be held Tuesday, August 3rd, 2021 in Benton Harbor, Michigan. This event will bring together a relevant, experienced, and diverse panel of wine professionals to taste and evaluate the wines of Michigan.

Lake Michigan College, located in Benton Harbor, MI, is home to the Wine and Viticulture program, designed to develop a professional class of vineyard managers, winemakers, enologists, and entrepreneurs to power the growth of the local and regional wine industry. The campus of Lake Michigan College is home to the Midwest's first commercial teaching winery, housed in the Welch Center, one of the finest facilities of its kind in the country.

The Judgement of Michigan is a tremendous opportunity for the Michigan wine industry to put their best wines in front of restaurateurs, sommeliers, wine retailers and distributors that actively promote, buy, and sell wine in key markets locally, regionally, and throughout the USA. The judges are of diverse palates and backgrounds, and all have an active presence on social media, and are thus well positioned to enhance the notoriety and market share of Michigan's world class wines.

For the Judgement of Michigan, wines submitted will be categorized according to style and variety, with the top wines in each category receiving medals. Award winning wines will be featured in showcase events in metropolitan areas throughout Michigan. The evenings before and after the judging, Michigan winemakers and winery owners will have the opportunity to network with the panel of judges at casual meet and greet social events.

MWC is honored and excited to partner with Lake Michigan College and our panel of judges on this historic wine evaluation event aimed at solidifying the position of Michigan grape growing and winemaking on the national and global wine stage.



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