



DATE: February 9, 2023

SUBJECT: 2023

**Governor's Cup
Announcement**

The Michigan Wine Collaborative (MWC) is excited to announce a partnership with the Beverage Testing Institute (BTI) for the official 2023 Michigan Wine Governor's Cup Competition and Awards. This exciting and historic event will include a wine evaluation unlike any competition the Michigan wine industry has experienced with our previous statewide wine competitions: BTI will conduct a series of professional blind tastings to rate and rank a set of Michigan produced wines, meads, and ciders at the BTI Chicago testing facility. The final tasting results with all wines' scores, medal ranks, constructive criticism, Best of Category, Governor's Case Winners, and Governor's Cup Winner will be prepared for and provided to MWC in May 2023.

The Competition will have the following award categories and corresponding 'Best of' awards:

Vinifera Red	Sparkling
Vinifera White	Fruit
Hybrid Red	Sweet/Dessert (R.S. ≥5%)
Hybrid White	Specialty Wine
Fortified (Port)	

Best of Show Awards: Best of Category, Governor's Case Winners (highest ranking overall top 5 white wines, top 5 red wines, and top 2 sparkling wines). Governor's Cup goes to the wine with the highest overall score.

Following the results of the wine evaluation, MWC will host the Michigan Governor's Cup Award Ceremony and Gala in Lansing, MI, date TBD. These events will be attended by Governor Gretchen Whitmer's office, state representative and legislators, press and media, wine industry professionals, and a limited number of tickets will be available to the public.

Wineries must have entry samples submitted no later than **MARCH 3, 2023. WINE REGISTRATION INFO, RULES AND DEADLINES HERE:**

<https://secure.bevtest.com/Public/BTI-Review.aspx?DeadlineId=9908>

All wines entered must be produced and bottled by licensed Michigan wineries and have a labeled Appellation of Origin of: Michigan, a county within MI, or an approved AVA that lies within MI. *The competition is open to all Michigan wineries; Michigan Wine Collaborative members will receive a discount code for entries.* Visit the Michigan Wine Collaborative



website at www.michiganwinecollaborative.com for more information about the competition, entry deadlines, and Awards celebration.

MWC is honored to promote the world class wines made in the state of Michigan through this historic event. We are confident that this will be a unifying year for the Michigan wine industry through events like the 2023 Governor's Cup Competition and Awards, the Taste Michigan wine branding launch, The DREAM DEI scholarship wine collaboration, and more. We would like to formally thank our members for making these events and projects a reality, and we invite all Michigan wine producers and grape growers to consider joining our organization, as well as supplier and vendors to the industry, educators, members of the trade, and all other industry affiliates and supporters. We would also like to thank our generous sponsors for strengthening and supporting our Michigan wine community. Together we are stronger.

The Michigan Wine Collaborative serves as the ambassador of the Michigan wine industry by building the Michigan brand, creating standards, providing resources, and fostering connection for the wine community.

For more information, contact us by reaching out to info@michiganwinecollaborative.com or send us a message on social media.

Sincerely,

A handwritten signature in black ink, appearing to read "Gina Shay", is written over a light gray rectangular background.

Gina Shay
MWC President

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