

DATE: February 6, 2024

SUBJECT: 2024

**Governor's Cup
Announcement**

The [Michigan Wine Collaborative \(MWC\)](#) is excited to announce a partnership with the [Beverage Testing Institute \(BTI\)](#) for the official second annual Michigan Governor's Cup Awards in 2024, presented by [Taste Michigan](#). 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 wine's scores, medal ranks, constructive criticism, Best of Category, Governor's Case Winners, and Governor's Cup winners would be prepared for and provided to MWC by May 31, 2024. MWC will distribute these results.

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

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

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 and in conjunction with the Taste Michigan brand, MWC will be coordinating events and promotional opportunities for the winning wines of the competition. MWC is excited and honored to be able to market Michigan wine through this event through retail and restaurant marketing projects, Taste Michigan campaigns, media opportunities, and more!

Entries can be submitted [HERE!](#)

Wineries must have entry samples submitted no later than **March 3, 2024**. The full details of timeline, entry requirements, competition and review package options and competition updates will be offered on the [BTI Michigan Governor's Cup landing page](#) as well as the MWC website and also promoted via informational email blasts, social media, and reinforced by BTI communication channels.

MWC is honored to have the opportunity to promote the world class wines made in the state of Michigan through this historic event as we showcase the Taste Michigan brand. We are confident that this will be a unifying event and year for the Michigan wine industry along with projects including Taste Michigan Invades the D, [The DREAM/Inclusion](#)



[& Expansion Educational Fund](#), [Uncork Me Michigan](#), [Field Blends: Michigan](#), [Field to Vase Dinner](#), and more.

We would like to formally thank our membership for making these events and projects a reality and invite the whole of Michigan wine producers and grape growers to consider joining our organization as well as suppliers and vendors to the industry, educators, members of the trade, and all other industry affiliates and supporters. We have many opportunities available for membership and sponsorship of our organization with each allowing us to continue producing projects to increase and reinforce the Michigan grape and wine industries.

[Join or Sponsor the Michigan Wine Collaborative Here!](#)

The Michigan Wine Collaborative is the voice of the Michigan wine industry. Our mission is to enhance the sustainability and profitability of the Michigan wine industry by supporting wineries, growers and other businesses and individuals connected to the industry – today and for future generations.

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 dark ink, appearing to read "B Lillie", is positioned above the name.

Brian Lillie
MWC President



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