



**DATE: November 11,
2025**

**SUBJECT: Michigan Wine
Collaborative Announces
the 2025 Taste Michigan
Governor's Cup Award
Ceremony**

The [Michigan Wine Collaborative \(MWC\)](#) is excited to announce the [2025 Taste Michigan Governor's Cup Award Ceremony](#) at the [18th Annual Grand Rapids International Wine, Beer, and Food Festival](#). This event celebrates the winners of Michigan's only statewide industry driven wine competition, the [Taste Michigan Governor's Cup](#), and is an opportunity for the Michigan wine industry, the trade, and press to recognize the premium wines representative of Michigan's elite wine industry. We are welcoming members of the Michigan wine industry, the trade, and press to join us on Friday November 21st at 3pm at DeVos Place to experience this historic event.

Award presenters include [State Representative Pauline Wendzel](#), Director of the [Michigan Craft Beverage Council](#) Jenelle Jagmin, and Jerald and Debra O'Kennard of the [Beverage Testing Institute \(BevTest\)](#). They will have the honor of presenting a selection of gold medals and the official Taste Michigan Governor's Cup trophy.

The Michigan Governor's Cup winner for 2025 is ***Cherry Creek Cellars, of the River Raisin Wine Trail with their, 2023 Charamar Collection Pinot Noir***. This wine ranked the highest out of 154 entries from 33 wineries submitted to the competition. Cherry Creek will be presented the Taste Michigan Governor's Cup trophy which has been housed at [Verterra Winery](#) for the last year. Cherry Creek will be the trophy's new home for the next year. This physical award is becoming an iconic part of tasting rooms around the state for the wine industry and consumers alike.

The award ceremony will take place immediately following the [Industry Event](#) of the Festival where wholesalers and retail and restaurant buyers will have the opportunity to taste wines being exhibited at the Festival prior to the doors opening to the public. If you are a member of the trade and would like to attend the exclusive tasting and the award ceremony please arrive at DeVos Place between 1pm-3pm. Business card for a MLCC-licensed business with ID required for entry to the event.

RSVP at showspan.com/grw/industry.

Michigan Wine Collaborative members and Michigan wine industry members interested in attending can RSVP at [HERE!](#)

If you are a member of the press or media, obtain media credentials to attend this ceremony by contacting:



Dianna Stampfler, Festival Publicist (269-330-4228)
| dianna@promotemichigan.com)

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.

[Taste Michigan](#) is the official statewide brand of the Michigan wine industry. Supported by wine professionals from around the state, Taste Michigan has the mission of advocating, educating and inspiring people about all things Michigan wine.

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

A handwritten signature in grey ink, appearing to read "B Lillie".

Brian Lillie
President, Michigan Wine Collaborative

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