



2020 Awards Summary

TEXSOM initially became a co-producer and naming sponsor of the wine competition, then assumed control of the awards in 2015, combining the logistics team and infrastructure of the historical competition with the influence and power of the TEXSOM brand. A plan was implemented to foster the growth and influence of the competition by creating additional avenues to market and exposure for wineries through the extensive sommelier and wine industry network of the TEXSOM entities, while continuing the consumer outreach of the competition and its promotional sponsors. In that time the competition has grown more than 33% and seen diversification to 32 countries and 18 U.S. states represented, spanning suggested retail pricing from U.S. \$2.99 to over U.S. \$700, and vintages as old as 36 years.

TEXSOM International Wine Awards is emphasizing the TEXSOM philosophy of investment in the wine industry and brand-building for all stakeholders.

In addition to the impressive pedigree of the judges, one of the key and unique aspects of the TEXSOM International Wine Awards is the focus on beverage service education and development. The TEXSOM Sommelier Retreat sees the participation of over 40 key sommeliers from around the United States. The group participates in workshops, seminars, presentations, and tastings where they are instructed on such diverse topics as blind tasting fortified wines to evaluating beers, to how to be a good interview source for the media. The group is also mentored on their approach to beverage service while presenting mock service challenges to the participants. The Sommelier Retreat participants are integral in the preparation of the wines for the competition, and with the help of distinguished sommelier writing mentors, create tasting notes on select medal-winning wines. Each note is highlighted as Featured Wines on the TEXSOM International Wine Awards website and other promotional pieces over the course of the year. By entering wines in the TEXSOM International Wine Awards, wineries support the education and growth of these future tastemakers and benefit from increased exposure to this key audience.

The TEXSOM International Wine Awards team looks forward to working with the entire wine industry to identify and champion wines of quality and distinction from around the world.

2020 Wine Awards Profile

2,875 **2,065**
Entries Awards

Awards Organization:

63 Judges
61 Sommelier panel members
80+ Team members

Awards Partner:

The World of Fine Wine

Media Partner:

Art Culinaire

Corporate Sponsors:

Republic National Distributing Company
Southern Glazer's Wine and Spirits
Acqua Panna
Balzac Communications & Marketing
Bodega Numanthia
Classic Wine Merchants
Consorzio di Tutela Conegliano
Valdobbiadene DOCG
Dao Vinhos
Diamond Wine Importers
Fortessa
New Zealand Wine
San Pellegrino
The Cultured Cup
Wine Australia
Wines of Portugal
Wines of South Africa

"I have never seen such a high concentration of the best palates in the country at one place in my life. Wineries that receive awards from the competition can be assured that the best of the best deliberated tirelessly on those decisions."

Maximilian Kast MS



We are accepting wine, spirits, sake, cider and mead entries for tasting and award consideration at the TEXSOM International Wine Awards to be held April 25 – 27, 2021.

SUBMISSION DEADLINES AND ENTRY FEES

SUBMISSION PERIOD

Now through March 28, 2021

Wine, Mead, Sake

\$95 + 4 bottles per online entry

Cider

\$95 + 6 bottles per online entry

Spirits

\$190 + 2 bottles per online entry

Entries must be received by April 4, 2021.

LATE SUBMISSION PERIOD

March 29 - April 11, 2021

Wine, Mead, Sake

\$105 + 4 bottles per online entry

Cider

\$105 + 6 bottles per online entry **Spirits**

\$200 + 2 bottles per online entry

Entries must be received by April 13, 2021

BENEFITS FOR AWARD WINNERS

- Award winners announced via social media, email messaging, website, and press release.
- Exposure to TEXSOM's international network of sommeliers and beverage buyers with a tasting of select award winners at the TEXSOM conference tasting events in August 2021.
- Award winners featured on the TEXSOM International Wine Awards website and social media throughout the calendar year.
- Results available through the TEXSOM International Wine Awards searchable online database.
- Award winners featured at events throughout the country through tastings, dinners and special events with restaurant and retail partners.
- Recognition of the quality of your product by a group of the best palates in the country, including the judges and the sommelier panel participating in the Sommelier Retreat. The Sommelier Retreat is unique to TEXSOM International Wine Awards. The participants consist of prominent sommeliers from across the country who engage in educational seminars and training exercises utilizing entrants from current and past competitions.

INTERNATIONAL ENTRIES

- Entries are not required to be registered with an importer or distributed in Texas.
- Entries must be submitted by March 14, 2021 and received by April 13, 2021.
- Non-imported entries require proper documentation in order to enter the United States.

Please submit entries here: <https://awards.texasom.com>

Please send all inquiries to info@texasom.com