



— 2012 —

IMPORTANT DELIVERY INFORMATION
for Wineries and their
Importers/Distributors



NEW WORLD WINE EXPERIENCE 2012

September 24, 2012

Dear Friend,

The 2012 *New World Wine Experience* will soon be here. Thank you for your kind and generous donation of wine for the Grand Tasting taking place on both Thursday, October 18th and Friday, October 19th. Enclosed is important information that you will need regarding your wine delivery, wine pick-up and other details. **Please be sure that you pass these instructions on to the CA Distributor who will be delivering your wine.**

If you would like to purchase additional tickets for the Grand Tastings on Thursday, October 18th and/or Friday, October 19th from 6:30 - 10:00 PM, or tickets for the Grand Award banquet on Saturday, October 20th, you are invited to use (WineExperience-nw.com) or WineSpectator.com to order your tickets. All ticket sales benefit The *Wine Spectator* Scholarship Foundation, which underwrites grants and scholarships to students pursuing careers in the wine industry.

THREE IMPORTANT NOTES:

- 1) Please remember that each participating winery is allotted 2 pourer's badges for each night of the Grand Tasting. They will be imprinted with the winery's name only. **These badges are not sent to you prior to the event.** They are to be picked up each evening any time after 5:30 PM. If more than 2 individuals are attending from your winery, a Grand Tasting ticket will need to be purchased for them.
- 2) We are requesting that you supply us with the names of the owner and/or winemaker who will be attending on behalf of your winery. We are also requesting the name of the contact or distributor who will be physically on premise to deliver before and (most importantly) pick-up your wines after our event. Please complete the form on **page 4** and email to: **snolan@mshanken.com**.
- 3) **All wine remaining after the event must be claimed at the JW Marriott-LA LIVE Hotel on Monday, October 22, 2012.** Therefore we are stressing the importance of arranging for your wines to be picked up by your importer/distributor to make arrangements for it to be shipped back to you *before Monday at 4:30 p.m.* After that any unclaimed wine is irretrievable. As another option: You may take your wine with you after the event ends Friday night at 10:00 p.m. A release form will be provided at your booth for this purpose. **Please note: To remove your wine Friday night, you must present proper winery ID (i.e. a business card and driver's license).**



NEW WORLD WINE EXPERIENCE 2012

ON THE FOLLOWING PAGES YOU WILL FIND:

PRINCIPAL I.D. AND IMPORTER/DISTRIBUTER CONTACT FORM	PAGE 4
WINE DELIVERY AND PICK-UP INFORMATION	PAGE 5
CHECK-IN AND BOOTH INFORMATION	PAGE 6
HOTEL INFORMATION/COMPLIMENTARY REGISTRATION INFORMATION	PAGE 7
*OFFICIAL SHIPPING LABEL (To be copied on white paper and used on all cases of wine being shipped for proper identification)	PAGE 8
COMPLIMENTARY REGISTRATION FORM	PAGE 9
WINERY BOOTH NUMBERS	PAGE 10-11

We are looking forward to a truly memorable *2012 New World Wine Experience* this year. If you should have any questions, please feel free to contact me by phone at 212.481.8610, ext. 1629 or email snolan@mshanken.com. I look forward to greeting you all in October!

Kind regards,

Susannah Nolan
Winery Coordinator

IMPORTANT DATES/DEADLINES

SEPTEMBER 28, 2012 - Principal ID & Emergency Contact Form Due
OCTOBER 17, 2012 - Wine delivery day at the J.W. Marriott-LA LIVE - Dock 1

OCTOBER 18 & 19, 2012 - The Grand Tastings
OCTOBER 22, 2012 - Wine pick-up day at the J.W. Marriott-LA LIVE



NEW WORLD WINE EXPERIENCE 2012

PRINCIPAL I.D. AND CONTACT/EMERGENCY CONTACT FORM

Marvin R. Shanken has requested that an owner and/or winemaker be in attendance at your booth for both nights of our Grand Tasting. Please use this form to provide us with the name(s) of the principals who will be in attendance to represent your winery. This information is vital for the planning of coverage in *Wine Spectator* and on our website: WineSpectator.com.

Name of Winery

THURSDAY: Name of Owner(s) and/or Winemaker(s)

FRIDAY: Name of Owner(s) and/or Winemaker(s)

We will make every effort to contact your representative or distributor should your wine not arrive on Wednesday, 10/17 or still remain behind by 4:00 p.m. Monday, 10/22 afternoon. Please provide us with a contact person, their company and—most importantly—a **cell phone number where they can be reliably reached on both dates** to contact in order to rescue your unclaimed wine:

Name of Contact

Company/Distributor Name

Contact phone number (cell phone numbers preferable)

PLEASE FAX THIS FORM TO (212) 481-1523 OR EMAIL
TO: SNOLAN@MSHANKEN.COM **BY SEPTEMBER 28, 2012**



NEW WORLD WINE EXPERIENCE 2012

WINE DELIVERY

Wines for the New World Wine Experience must be delivered to the J.W. Marriott-LA LIVE hotel by a California distributor. All other deliveries, shipments or fedex will be refused!

DELIVERY OF WINE MUST BE MADE ON WEDNESDAY, OCTOBER 17, 2012, between 8am–4pm. You will need to send 5 cases (60-750 ml bottles) of the wine you have been approved to pour at the Grand Tasting.

Please attach the shipping label (on page 8) to each case of wine that you are shipping. This will allow all wines to be placed in their appropriate locations at the New World Wine Experience. We would appreciate it if you would print out the labels on WHITE paper.

Please note that our personnel will be on hand to assist you and issue receipts.

IMPORTANT: THE J.W. MARRIOTT-LA LIVE WILL NOT ACCEPT DELIVERIES BEFORE WEDNESDAY, OCTOBER 17TH. If you are experiencing any difficulty or delay with delivery, you **must** contact Susannah Nolan at 212.481.8610 ext. 1629 or email: snolan@mshanken.com before Tuesday, October 9th. If we do not hear from you, we will expect your wines to be delivered on October 17th.

WINE PICK-UP

WHEN: Remaining wines can ONLY be picked up on Monday, October 22nd, between 9 am–4:00 pm. Please make sure you make these arrangements with your distributor or representative. Or, you may leave with your wine at 10:00 pm Friday after the event, if you sign a release form and present proper winery ID (i.e. a winery business card with driver's license).

WHERE: J.W. Marriott-LA LIVE, Gold Level, 900 West Olympic Blvd., Los Angeles, CA. Our personnel will be on hand to assist you. If you anticipate any problems with the pick-up of the wines, please contact Susannah Nolan in advance at 212.481.8610, ext. 1629.

IMPORTANT NOTE: All distributors, messengers, courier services, etc., must come with a list detailing the **specific** wines they have come to claim. Without this your wine may not be released.

**ANY WINES REMAINING AFTER MONDAY, OCTOBER 22nd
CAN NO LONGER BE CLAIMED UNDER ANY CIRCUMSTANCES!**



NEW WORLD WINE EXPERIENCE 2012

BOOTH INFORMATION

WINERY CHECK-IN AND POURERS' BADGES FOR GRAND TASTING

The two (2) pourers' badges for the Grand Tasting on October 18th and 19th can be picked up at 5:30 pm on the day of the tasting. There will be a special Winery Badge Check-In desk on the Platinum Ballroom level. **You will be asked to claim your badge by its booth # assignment. POURERS' BADGES ARE NOT SENT PRIOR TO THE EVENT.**

Please note: Wineries must check in both evenings, as a different badge will be issued for each evening. NO ONE WILL BE ADMITTED TO THE TASTING WITHOUT THE CORRECT BADGE OR A TICKET FOR THAT EVENING'S TASTING.

If you need additional Grand Tasting tickets for your staff, they may be purchased online at WineSpectator.com. The price is \$250.00 per ticket per evening.

Doors will open for the pourers at 5:30 p.m., and the tasting will begin at 6:30 PM.

BOOTH ACCESSORIES

We will provide one, 4- foot draped table, winery sign, tasting book, back drapery, 2 chairs, ice and chilling tub (for white wines), water pitcher, corkscrew, dump bucket, and tape.

DURING THE TASTING

- 1) Please do not give away any bottles of wine. No one, including winery personnel,* will be allowed to remove wine from the tasting area, either during or after the tasting. Anyone removing wine from the room will be stopped at the door in order to prevent the theft of your wine.
- 2) Please do not leave your booth unattended at any time during the tasting.
- 3) At the end of the first evening, please seal your opened cases with tape, and complete the inventory sheet on your table, so that we have an accurate count of your remaining wine, both full and partial cases.
- 4) Any promotional materials or flower arrangements are sent, delivered and displayed at your own risk. Each ballroom is cleared and dismantled each evening. We cannot take responsibility for anything other than your wine. Please plan to take any materials or arrangements with you at the end of each night.

***One exception: You may leave with your wine at 10:00 pm Friday after the event, if you sign a release form and present proper winery ID (i.e. a winery business card with driver's license).**



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RESERVATIONS

Our room block at the J. W. Marriott is no longer available and the hotel is sold-out. However, there are several hotels that are only a short distance away. Please refer to this link on our website for alternative hotel suggestions nearby: <http://www.winespectator.com/micro/show?id=40317>

COMPLIMENTARY REGISTRATION

Each Grand Tasting winery has been allotted one complimentary Complete Package Registration to the NWE weekend program of tastings and the Grand Award banquet. If you have not sent in your completed registration form, you can find it again on page 9. Please complete and return it to us now.



NEW WORLD WINE EXPERIENCE 2012

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WINERY NAME _____
(not parent company)

BOOTH NUMBER _____

**DELIVER TO: J.W. MARRIOTT-LA LIVE
900 WEST OLYMPIC BLVD. - DOCK 1
LOS ANGELES, CA 90015**

HOLD FOR NEW WORLD WINE EXPERIENCE SEMINARS, OCTOBER 18-19, 2012

NUMBER _____ OF _____ CASES

TO BE DELIVERED ON OCTOBER 17, 2012 ONLY

2012 NEW WORLD WINE EXPERIENCE

October 18-20, 2012 ■ J.W. Marriott L.A. Live
900 West Olympic Boulevard ■ Los Angeles, CA 90015

**Please reserve 1 Complete Package* registration for the
2012 New World Wine Experience**

***Complete Package includes Thursday and Friday evening Grand Tastings, Friday and Saturday seminars, luncheons, conducted tastings, and Saturday evening Grand Award Banquet with star entertainment. A \$1875.00 value included in your winery pouring fee.**

Name _____

Title (if applicable) _____

Participating Winery _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Email _____

Mail to: Wine Spectator Scholarship Foundation
387 Park Avenue South, New York, NY 10016

Or fax to: (212) 481-1523

Seminar sponsor reserves the right to refuse admission to any applicant. Must be 21 to attend.



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BOOTH INFORMATION

BOOTH #	WINERY	BOOTH #	WINERY	BOOTH #	WINERY
2129	A. P. Vin	2182	Chalk Hill	2199	Elderton
4238	Acacia	2103	Chalone	4231	Elk Cove
4251	Achaval-Ferrer	2174	Chappellet	2191	Epoch Estate
4234	Adelsheim	4214	Chateau Mercian	4230	Erath
4282	Adobe Road	2183	Chateau Musar	4270	Ernie Els Wines
4273	Almaviva	2110	Chateau St. Jean	2170	Etude
4261	Alta Vista	2148	Chateau Ste. Michelle	4232	Evening Land
4313	Altamura	2202	Chateau Tanunda	2111	Far Niente
4267	Anthonij Rupert	4295	Chimney Rock	4309	Ferrari-Carano - PreVail
2164	Araujo	2184	Clarendon Hills	2192	Fess Parker
4233	Archery Summit	4294	Cliff Lede	4260	Finca Las Divas
4229	Argyle	4217	Cloudy Bay	2107	Flowers
4228	Ayoub	2150	Col Solare	2123	Foxen
4276	Barboursville	4250	Colome	4311	Frank Family
2163	Beaulieu	2149	Columbia Crest	2134	Freeman
4227	Bergström	4272	Concha y Toro	4287	Futo
2161	Beringer	4226	Cono Sur	2109	Gary Farrell
2147	Betz Family	2154	Continuum	2167	Gemstone
4237	Black Kite	2151	Côte Bonnevillie	4271	Glen Carlou
4225	Bodega Chacra	4222	Craggy Range	4212	Gloria Ferrer
4254	Bodega del Desierto	2200	D'Arenberg	2190	Gorman
4258	Bodega Goulart	2159	David Arthur	2201	Greg Norman
4249	Bodega Noemia de Patagonia	2135	Dehlinger	2158	HALL
4257	Bodega Renacer	2145	DeLille	4220	Hamilton Russell
4253	Bodegas Escorihuela Gascón	4301	Diamond Creek	4274	Haras de Pirque
4307	BOND	4209	Domaine Carneros	2106	Hartford Court
4221	Bouchard Finlayson	4213	Domaine Chandon	4305	Heitz
4219	Brancott	4235	Domaine Drouhin Oregon	2198	Henschke
4300	Buehler	4236	Domaine Serene	2177	Hess Collection
4299	CADE	2196	Domaine Terlato & Chapoutier	4298	Honig
4242	Calera	4263	Dominio del Plata - Susana Balbo	2116	Inniskillin
2160	Carter	2155	Dominus Estate	2138	J Vineyards & Winery
4264	Catena Zapata	4239	Donum Estate	2203	Jacob's Creek
2115	Cave Spring	4310	Duckhorn	2173	John Anthony
2152	Caymus	4241	El Molino	4288	Joseph Phelps
				2180	Kathryn Kennedy
				4215	Ken Forrester



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BOOTH INFORMATION

BOOTH #	WINERY	BOOTH #	WINERY	BOOTH #	WINERY
4218	Kim Crawford	2193	Novy Family	4207	Scharffenberger
2118	King Estate	4256	O. Fournier (Arg.)	4281	Schrader Cellars
2108	Kistler	2139	O. Fournier (Chile)	4208	Schramsberg
2117	Klein Constantia	2162	Opus One	4317	Seghesio Family
2131	Kosta Browne	2178	Outpost	4275	Seña
2112	Kumeu River	2186	Owen Roe	4296	Shafer
4244	L.A. Cetto	4216	Pacific Rim	2124	Siduri
2179	Ladera	4291	Pahlmeyer	4297	Snowden
2128	Landmark	2126	Pali Wine Co.	2195	Sons of Eden
2141	Lapostolle	2133	Papapietro Perry	2114	Souverain
2113	Leeuwin Estate	4240	Patz & Hall	2188	Spice Route
2157	Lewis	4280	Paul Hobbs	2172	Spottswoode
4246	Long Shadows - Pedestal	2204	Penfolds	2146	Spring Valley Vineyard
2130	Loring	2120	Penner-Ash	4223	Spy Valley
4304	Louis M. Martini	2205	Peter Lehmann	2165	St. Supery
4259	Luca	2181	Peter Michael	2169	Staglin Family
2127	Lucia	4248	PlumpJack	4293	Stag's Leap Wine Cellars
2137	Martinelli	2119	Ponzi	4292	Sterling
4289	Melka	4302	Pride Mountain	2122	Stoller
2136	Merry Edwards	4278	Provenance	2185	Tablas Creek
4285	Merryvale	4312	Quintessa	4303	Terlato Family
2156	Merus	4286	Ramey	4243	Testarossa
4306	Michael Mondavi Family	4283	Realm	4268	Thelema
2143	Miguel Torres (Chile)	2171	Revana	4277	TOR Kenward Family
2144	Mission Hill	2121	REX HILL	4255	Trapiche
2187	Mollydooker	4315	Ridge	2166	Trinchero
2142	Montes	2175	Robert Craig	2102	Truchard
4279	Morlet	4284	Robert Mondavi	2197	Two Hands
2105	Mount Eden	2101	Robert Oatley	4262	Vina Cobos
2176	Mt. Brave	2168	Rocca Family	4252	Vina Dona Paula
4269	Mulderbosch	4308	Rodney Strong	2104	Vina Garces Silva
4211	Mumm Napa	4210	Roederer Estate	2189	Vinedos Emiliana
2140	Neyen de Apalta	4316	Rosenblum	4290	Vineyard 7 & 8
2153	Neyers	4266	Rust en Vrede	2132	Vision
2194	Nickel & Nickel	4247	Rutherford Hill	2206	Yalumba
4224	Nobilo	2125	Sanford	4265	Yarden
4245	Northstar	4314	Sbragia Family		