



For Immediate Release

Date: November 14, 2012

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Grand Harvest Awards Announces 2012 Results

CAB Cellars, LLC Takes Medals

Santa Rosa, CA – The 22nd Annual Grand Harvest Awards has revealed the results of this year's competition. Chief Judge Bill Traverso announced there were 8 Double Gold, 94 Gold, and 371 Silver awards handed out in early November. Established in 1990, the wine competition is based solely on terroir. No Best-of awards are awarded.

"The wines judged at the Grand Harvest Awards showcase the art of winemaking from diverse terroirs from the United States and other wine regions around the world," stated Traverso. "No Best-of awards are given for GHA. Since judging deals with such a diversity of climates, there is no possible way to determine a Best-of standing. The awards show the individuality of each of the various terroirs."

CAB Cellars, LLC

won the following medals at Grand Harvest Awards

2011 LAURENTIDE WINERY Riesling, Leelanau Peninsula - Bronze

2011 LAURENTIDE WINERY Sauvignon Blanc, Leelanau Peninsula - Silver

2011 LAURENTIDE WINERY Pinot Gris, Leelanau Peninsula - Bronze

The Grand Harvest Awards are based on the concept of terroir as judges recognize this influence while tasting wines with other wines of the same appellation. With cross-regional competition removed, the inherent quality of wines can be seen without the influences that sometimes eclipse even a wine of very high quality. Wines are judged in the context of their viticultural region in order to accomplish two things: to recognize the complexities and nuances of regional wines, and also to measure the influence of regional soil and weather characteristics on the taste and quality of individual wines.

The specialized panel of judges, trained to assess terroir, included the following experts:

- **William S. Bloxom-Carter** Executive Chef and Director of Food and Beverage, Playboy Mansion, Los Angeles
- **Virginie Boone** Wine Writer for the Wine Enthusiast, Santa Rosa Press Democrat and others
- **Carl Brandhorst** President of the Atlantic Seaboard Wine Association (ASWA)
- **Jeanne Burgess** VP/Director of Winemaking Operations, Seavin, Inc., Florida's largest wine growing enterprise
- **Gina Gallo** Winemaker for Gallo Family Vineyards
- **Dennis Martin** Vice President/Director of Winemaking, Fetzer Vineyards

Results are posted on winecompetitions.com, a new website developed by the developers of EnofileOnline for Vineyard

& Winery Management to house all six of their wine competitions, and on enofileonline.com.

Official sponsors of the competition included WIN, Riedel, Hilton Sonoma Wine Country, Penta Water, Graber Olives, and Winery Advisor.



Vineyard & Winery Management

Based in Santa Rosa, Calif., Vineyard & Winery Management is an independently owned and operated multimedia company that produces wine industry trade publications, conferences, trade shows and wine competitions. The family-owned company publishes *Vineyard & Winery Management* magazine, which has the highest circulation of any North American wine trade publication, and the Winedex (Wine Industry Index) buyer's guide. V&WM's conferences and trade shows include Wineries Unlimited, the Midwest Grape and Wine Conference, and Winery DIY (formerly Wine Sales Summit). Its wine competitions include the Grand Harvest Awards, International Eastern Wine Competition, NextGen Wine Competition for Millennial Wine Drinkers, International Women's Wine Competition, West Coast Wine Competition, and U.S. National Wine Competition. See vwmmmedia.com for more information.