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February, 2010

Dear Winery:

There are literally dozens of wine competitions you are invited to enter each year and choosing which ones to accept as worthy often comes down to two critical factors: are the judges good enough to fairly evaluate my wine, and what benefits will there be for me when I win a major medal?

The Long Beach Grand Cru Wine Competition, this year celebrating a 16-year anniversary, is under the stewardship of a professional team and we encourage you to read on to see the benefits we offer. I have coordinated the judging for the last 14 years.

One key point is that we use only professional judges including local wholesalers, wine merchants and restaurateurs, as well as wine industry leaders and wine columnists who are skilled in judging under a judging system developed to assure that all style of wine are treated fairly.

Also, our results are produced quickly, listed on our website, and many of our judges are writers who will report on the winners expeditiously.

The third and very vital reason to enter the Grand Cru wine competition is charity.

The Long Beach Grand Cru is one of the few wine competitions that is staged for the benefit of a worthy cause, in this case the Legal Aid Foundation of Los Angeles. Providing legal services for the poor is our main goal and, as a non-profit organization, we must stage fundraisers of this sort to continue our most important work – “working for justice in our communities.”

In addition, our public wine and food event held in August is always heavily attended and a huge public relations coup for all who participate in the Grand Cru.

Please join us this year. Be a part of our two-day competition as well as our public tasting benefit evening. Celebrate this 16 year milestone with us.

Sincerely,

Dan Berger
Chief Judge

“The Long Beach Grand Cru is one of the world’s top global wine competitions – check it out.”

- Wilfred Wong
BevMo!