

# 2017-2018 Minnesota Grown Retailer of the Year: *Beer, Wine, and Spirits*



## What is a Minnesota Grown Beer, Wine, or Spirit?

- To be “Minnesota Grown” the beer, wine, and spirit products that qualify for this contest have at least one primary ingredient of which 80% or more was grown within Minnesota. Some examples include:
  - **A wine made with grapes all grown in Minnesota.**
  - **A beer made with 85% hops grown in Minnesota.**
  - **A gin made with 100% rye grown in Minnesota.**
- A number of companies producing Minnesota Grown beers, wines, and spirits are already members of Minnesota Grown and that number keeps growing! Use the producer list at end of this document or the Minnesota Grown Directory (<http://minnesotagrown.com/member-directory/>) to find qualifying beverages for this contest in the “Specialty Foods & Beverages” subcategory under “Alcoholic Beverages” and “Wine”.

## Entry Procedure

- All entrants must be members in good standing of the Minnesota Grocers Association (MGA) at time of entry and award.
- Entries must be received by the Minnesota Department of Agriculture, Minnesota Grown Program no later than **4:00 p.m. on Wednesday, December 13, 2017.**
- All entrants are encouraged to also compete for the **People’s Choice** contest.
- One, **single store** first place winner will be selected from across Minnesota, and the contest entry form can be accessed at <http://minnesotagrown.com/minnesota-grown-retailer-year-contest/>

## Judging Criteria

**60% of points** will be awarded based on promotional activities during a **one-week showcase period**. Participating stores should **indicate their chosen showcase period upon application submission**. This week can take place anytime between **August 1, 2017** and **October 31, 2017**.

- **25%** Use of Minnesota Grown logo in advertising seen/heard outside of store
- **25%** Use of Minnesota Grown logo within store displays/signage
- **10%** Overall quality and effectiveness of promotional activities

**40% of points** will be awarded based on **overall activities** to promote Minnesota Grown beer, wine, and spirits between **August 1, 2017** and **October 31, 2017**.

- **15% Number of Minnesota Grown members** from which products were purchased and sold
- **15% Variety of Minnesota grown products** sold
- **10% Overall quality and effectiveness of display**

## Prizes

The contest winner will receive exclusive rights to use a special “Minnesota Grown Retailer of the Year – Beer Wine and Spirits” logo designed by the Minnesota Department of Agriculture.

## Questions?

Contact Karen Lanthier at **651-201-6140** or by e-mail at [karen.lanthier@state.mn.us](mailto:karen.lanthier@state.mn.us) with any questions.

## Minnesota Grown members as of 08/14/2017:

**NOTE:** New members are added to the Minnesota Grown directory throughout the year. Check out the directory at <http://minnesotagrown.com/member-directory/> to see any additional added producers.

<a href="#"><u>Aamodt's Apple Farm, Inc.</u></a>	Stillwater	<a href="#"><u>Keepsake Cidery at Woodskeep Orchard</u></a>	Dundas
<a href="#"><u>Alexis Bailly Vineyard</u></a>	Hastings	<a href="#"><u>Lakes &amp; Legends Brewing Company</u></a>	Minneapolis
<a href="#"><u>Aspelund Winery</u></a>	Kenyon	<a href="#"><u>Millner Heritage Vineyard &amp; Winery</u></a>	Kimball
<a href="#"><u>Buffalo Rock Winery</u></a>	Buffalo	<a href="#"><u>Minnestalgia Winery</u></a>	McGregor
<a href="#"><u>Burr Vineyards</u></a>	Alexandria	<a href="#"><u>Montgomery Orchard, LLC</u></a>	Montgomery
<a href="#"><u>Cannon River Winery</u></a>	Cannon Falls	<a href="#"><u>North Folk Winery</u></a>	Harris
<a href="#"><u>Carlos Creek Winery</u></a>	Alexandria	<a href="#"><u>North Ridge Winery</u></a>	North Branch
<a href="#"><u>Chankaska Creek Ranch &amp; Winery</u></a>	Kasota	<a href="#"><u>Northern Vineyards Winery</u></a>	Stillwater
<a href="#"><u>Crow River Winery and Vineyards</u></a>	Hutchinson	<a href="#"><u>Painted Prairie Vineyard</u></a>	Currie
<a href="#"><u>Deardorff Orchards</u></a>	Waconia	<a href="#"><u>Parley Lake Winery</u></a>	Waconia
<a href="#"><u>Dragon Willow Winery, LLC</u></a>	Long Prairie	<a href="#"><u>Richwood Winery</u></a>	Callaway
<a href="#"><u>Eagleview Winery</u></a>	Ashby	<a href="#"><u>Round Lake Vineyards &amp; Winery</u></a>	Round Lake
<a href="#"><u>Falconer Vineyards Winery &amp; Nursery</u></a>	Red Wing	<a href="#"><u>Saint Croix Vineyards</u></a>	Stillwater
<a href="#"><u>Far North Spirits</u></a>	Hallock	<a href="#"><u>Scandia Valley Vineyards LLC</u></a>	Cushing
<a href="#"><u>Flower Valley Vineyard</u></a>	Red Wing	<a href="#"><u>Sovereign Estate Wine</u></a>	Waconia
<a href="#"><u>Forestedge Winery</u></a>	Laporte	<a href="#"><u>Sweetland Orchard</u></a>	Webster
<a href="#"><u>Garvin Heights Vineyards, LLC</u></a>	Winona	<a href="#"><u>Two Rivers Vineyard &amp; Winery</u></a>	Ramsey
<a href="#"><u>Glacial Ridge Winery</u></a>	Spicer	<a href="#"><u>Vinmark Estates, Inc.</u></a>	Hastings
<a href="#"><u>Grandview Valley Winery, Inc.</u></a>	Belview	<a href="#"><u>Welsh Heritage Farms</u></a>	Lake Crystal
<a href="#"><u>Grape Mill Vineyard &amp; Winery</u></a>	East Grand Forks	<a href="#"><u>Whispering Oaks Winery</u></a>	Melrose
<a href="#"><u>Great River Vineyard &amp; Nursery</u></a>	Lake City	<a href="#"><u>Wild Mountain Winery</u></a>	Taylor's Falls
<a href="#"><u>Hoch Orchard and Gardens</u></a>	La Crescent	<a href="#"><u>Willow Tree Vineyard &amp; Winery LLC</u></a>	Ham Lake
<a href="#"><u>Indian Island Winery</u></a>	Janesville	<a href="#"><u>WineHaven Winery &amp; Vineyard</u></a>	Chisago City