PA Wine Festival Tasting Book Submission Requirements

The Pittsburgh, Philadelphia and Hershey Wine Festivals will jointly produce the Tasting Book for each festival's participants, with the book being managed out of the Pittsburgh Wine Festival's office. Whether you are participating in one or all of the festivals you will be required to submit information to the following specifications. Each participating winery has the opportunity to include a biography, featured selections and a label for the tasting book which will be distributed at each festival. It is imperative that all materials for the tasting book are received in the following fashion.

DEADLINE FOR ALL SUBMISSIONS IS **MARCH 1, 2010**

- The biography must be no more than 120 words and should include information about the winery/featured wines.
- The biography must be in MS word or Notepad.
- Please include website for winery and region which the winery is located.
- Please include the name of the principal or winemaker that will be present at each event.
- Label must be JPEG format and approximately 2.5 inches wide OR high at 300 dpi.
- The label and Bio can be emailed to the following email address: dmarkham@pittsburghwinefestival.com
- The biography must be in a TEXT DOCUMENT, not PDF.

If you cannot provide this type of label file, please mail an actual label to:

Pittsburgh Wine Festival
1 Riverfront Center
20 Stanwix Street, 9th Floor
Pittsburgh, PA 15222
Attn: Dale Markham

- Please include listing featured selections
- After submission, information cannot be edited.
- Pittsburgh Wine Festival LLC reserves the right to edit material to fit space requirements.

Please note brands will be grouped by **TABLE**. If you have multiple brands being poured at a single table please note which brand is to be presented first (meaning which bottle art will appear on the page).

The page in the book will be laid out in this manner:

Cakebread

California; www.cakebread.com

FEATURED SELECTIONS :
Cabernet Sauvignon 2005 (Showcase)
Sauvignon Blanc 2006
Chardonnay 2006

Cakebread Cellars

Cakebread Cellars' winemaker, Julianne Laks, has sniffed, smelled and tasted her way through more wines than she can count during her 25 plus-year career in the wine industry. Fortunately for us, the last 20 of those years have been at Cakebread Cellars, first as an enologist and later as assistant winemaker under head winemaker, Bruce Cakebread. Julianne was promoted to winemaker when Bruce Cakebread, took the reins from his father as president of the winery in 2002.

Julianne's winemaking skill, artistic passion and intimate understanding of our vineyards are just a few of the reasons Julianne was chosen to follow in Bruce's footsteps. Her promotion marked a milestone for Cakebread Cellars; she is the third winemaker in Cakebread Cellars' history, and is the first non-family member to hold the position. Her favorite part of the job, she says, is harvest. "Because I've worked with these vineyards for such a long time, it's like seeing old friends when the grapes come in. My job is to give them the best possible reception when they arrive at the winery."

Tasting Notes

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