



**2017**

**Jenny Nilsson House of Travel**

**Hawke's Bay Cellar Door of the Year**

**Competition**



Whilst continuing to recognise service and excellence at your Cellar Door, the Hawke's Bay Cellar Door of the Year Award will reflect the overall performance of the Winery rather than an individual.

The winning Winery will receive the accolade of the Hawke's Bay Cellar Door of the Year 2017, they will also receive a mixed case of award winning wines from the 2017 Hawke's Bay A&P Bayleys Wine Awards.

All entrants will be mystery shopped by a mystery shop company with the top six scoring Cellar Doors coming together for the Hawke's Bay Cellar Door challenge at the Hawke's Bay Farmers Market on the 8 October 2017. After all challenges are finished the top three will be announced with the winner being announced at the Hawke's Bay A&P Bayleys Wine Awards dinner on the 17 October 2017.

Jenny from Jenny Nilsson House of Travel says

*"Your Cellar Doors are the rock stars of the wine industry, they are the first contact that many of our regions visitors encounter. Customer service and that point of difference that your winery offers the customer, forms great relationships and many referrals. Often the Cellar Door is the place where visitors seek recommendations for other places to visit while they are visiting, so knowledge of our great region is vital."*

## **Past Winners:**

In 2008 the award was changed from being a staff member to the winery.

- 2002 - Geoff Wilson - Clearview Estate
- 2003 - John Thirkell - Brookfields Vineyards
- 2004 - Sue Cranswick - Esk Valley Estate
- 2005 - Christine Harris - Kim Crawford Wines
- 2006 - Brandon Nash - Craggy Range Winery
- 2007 - Gideon Lizra - Askerne Estate Winery
- 2008 - CJ Pask Winery
- 2009 - Salvare Estate
- 2010 - Sileni Estates
- 2011 - Church Road Winery
- 2012 - Sileni Estates
- 2013 - Sileni Estates
- 2014 - Junction Wines
- 2015 - Sileni Estates
- 2016 - Black Barn Vineyards

## Judging Criteria

Scores will be judged out of 100%

80% for the mystery shop

20% from the cellar door Challenge

Points will be awarded for challenges 1 and 2, with a public vote determining the outcome of challenge 3.

Combined with the Mystery Shopper ratings, the top three wineries will be determined and announced at the end of the Challenges.

Mystery Shopper - 80%	Cellar Door Challenge – 20%	
<p>Initial evaluation will remain by Mystery Shopper visit assessing your total Cellar Door experience comprising service, information, merchandise and developing customer loyalty.</p> <p>The programme of visits will take place throughout August/September. The specific timing and number of Mystery Shopper visits will not be disclosed. It is a condition of entry that your Cellar Door is open to the during these months</p>	<p>The top six finalists from the Mystery Shop will be asked to participate in the Cellar Door Challenge in front of a public audience at The Hawke’s Bay Farmers’ Market, on Sunday 8 October 2017.</p>	<p><b>Challenge 1</b> Blind Faith – contestants taste blind six wines to identify as many of the wines as possible.  (Questions are multiple choice)</p>
	<p>The inclusion of the Cellar Door Challenge serves to bring a greater public awareness of the award and will also provide valuable brand exposure for the finalists. Once the finalists are known, there will be an opportunity for the finalists to promote their participation in the event through their own databases, as well as through media coverage of the event.</p>	<p><b>Challenge 2</b> 20 Questions - contestants are required to answer questions relating to Hawke’s Bay, Wine and Tourism.  (Questions are multiple choice)</p>
		<p><b>Challenge 3</b> Outdoor Cellar Door– finalists required to set up and run, for a specified time, their own ‘mini cellar door’, offering a wine tasting experience. (no sales)</p>
<p>Unless you request otherwise, your winery may be nominated by a specially appointed panel of local hospitality specialists. However, your entry cannot be guaranteed without a completed entry form. Those nominated will be Mystery Shopped using a reputable company experienced in this field. Following the awards the individual confidential reports from each visit will be passed onto the winery for their use.</p>		

## ORGANISERS

The Hawke's Bay A&P Society  
Hawke's Bay Showgrounds  
Kenilworth Road  
HASTINGS

P: 06 878 3123

F: 06 878 3121

E: [info@hawkesbaywineawards.co.nz](mailto:info@hawkesbaywineawards.co.nz)

W: [www.hawkesbaywineawards.co.nz](http://www.hawkesbaywineawards.co.nz)

### **CHAIRMAN OF THE COMMITTEE**

Max Morton

### **CHAIRMAN OF JUDGES**

Rod Easthope, Easthope Wines

### **COMPETITION DIRECTOR**

Tim Creagh, assisted by Nick Sage  
Eastern Institute of Technology

### **WINE ADVISORY PANEL**

Warren Gibson, Trinity Hill  
Nick Sage, EIT Wine School

### **KEY CONTACTS**

Event Manager

Hillary Riches

027 2588784

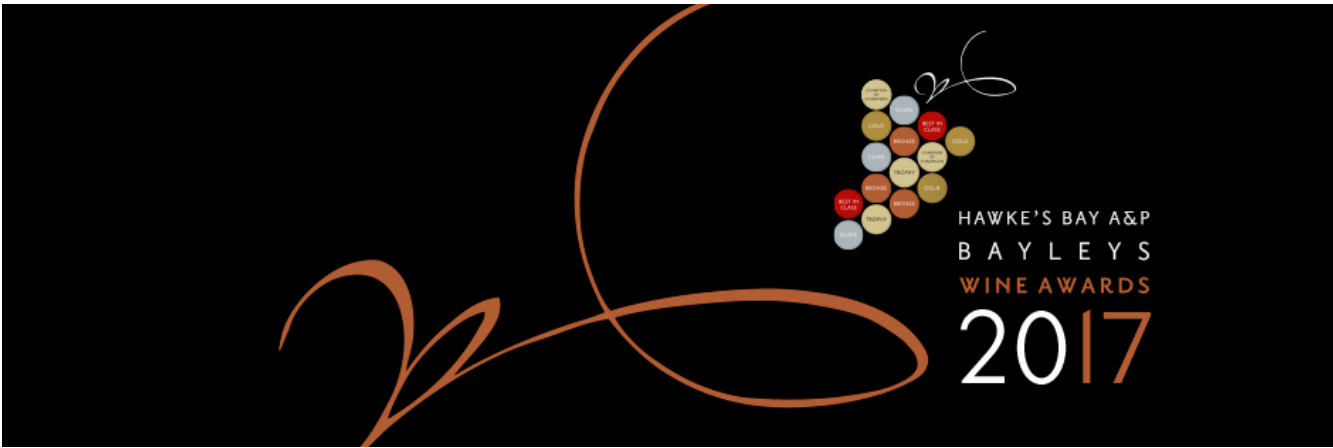
[info@hawkesbaywineawards.co.nz](mailto:info@hawkesbaywineawards.co.nz)

General Manager

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**JENNY NILSSON HOUSE OF TRAVEL HAWKE'S BAY CELLAR DOOR OF THE YEAR 2017**

**ENTRY FORM**

Winery Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

PLEASE TICK THE RELEVANT BOXES BELOW

- We confirm our wish to participate in this award category
- We confirm that our Cellar Door is open to the public during September

(please specify days and hours of opening)

Days.....

Hours.....

- We do not wish to be considered for this award. All wineries are automatically entered unless opted out.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Return form to: Hillary Riches [info@hawkesbaywineawards.co.nz](mailto:info@hawkesbaywineawards.co.nz)

**TO GUARANTEE ENTRY PLEASE ENSURE THIS FORM IS RETURNED BY 11 AUGUST 2017**

