

2018-2019 Minnesota Grown Retailer of the Year: *Beer, Wine, and Spirits*



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

- For a beer, wine, or spirit to qualify as “Minnesota Grown” for this contest, that item must have at least one key ingredient which was 80% or more grown in Minnesota. Examples include:
 - **A wine made with grapes that were all grown in Minnesota.**
 - **A beer made with 85% hops grown in Minnesota.**
 - **A vodka made with 100% rye grown in Minnesota.**
- Many companies using local ingredients in this way are already members of Minnesota Grown and that number keeps growing! The producer list at end of this document and the [Minnesota Grown Directory](#) will help you start to identify qualifying beverages for this contest.

Enter the Contest

- All contest 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 19, 2018.**
- All entrants are encouraged to also compete for the **People’s Choice** contest.
- One, **single store** 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, 2018** and **October 31, 2018**.

- **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, 2018** and **October 31, 2018**.

- **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 with any questions.

Minnesota Grown Beer/Wine/Spirit Producers:

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.

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