

HOSPICE du RHÔNE

TWENTY-TWO VARIETIES. ONE VISION.

APRIL 28-30, 2011 • PASO ROBLES, CALIFORNIA USA

2011 Producer and Importer Registration Informational Packet

- Read Carefully and Thoroughly -

Greetings!

“So You Think You Can Rhône?” The truth is we know you can Rhône and we want you to showcase your Rhôneliness at the **19th Annual Hospice du Rhône celebration in Paso Robles, California April 28-30, 2011.**

Throughout the years, wine lovers from the world-over have traveled to California’s Central Coast to taste the finest Rhône wines, shake hands with the winemakers who craft these wines and meet like-minded Rhône-loving citizens. This annual assembly of minds creates the world’s largest gathering of Rhône variety wines. In attendance is a mix of industry representatives, restaurant trade, winemakers, media and informed enthusiasts who come together to build a **unique community** and **opportunity** for you to present your Rhône variety wines.

This 2011 Producer and Importer Registration Informational Packet provides **all** the information needed to prepare you for registration day for the 2011 Hospice du Rhône celebration. Complete with important registration notes, event updates and descriptions, costs, schedule of events and tips for you to get the most out of participation.

Save the Dates!

April 28 – 30, 2011: 19th Annual Hospice du Rhone, Paso Robles, California USA

November 9, 2010: **Producer** Registration and Ticket Sales Open. *(All based on first-come, first-served availability)*

Contact Information

Questions or wish to discuss the events? Contact:

Faith Wells, *Communicator*

Email: faith@hospicedurhone.org **Phone:** 805.784.9543

Important Notes

- Friday Rhône Rendezvous = **Engage and Interact with older vintages**
- Soirée = **Delight in the international world of Hospice du Rhône**
- 2011 Secured Event Pass Discount = **With secured 2011 producer registration**

Producer/Importer Registration Rhône Down

- Rhône variety wines are the **only** wines allowed at Hospice du Rhône.
- Booth spaces are limited, fill quickly and are secured on a first-come, first served basis.
- To showcase an even mix of worldly and regional Rhône producers, table spaces are **allocated** by appellation.
- Only **one** wine brand may be poured at a tasting table with the exception of importers and distributors.
- A **\$6 charge** will be added to your total for Required Venue Insurance.
- All events take place at the Paso Robles Event Center at 2198 Riverside Avenue, Paso Robles, CA 93446 USA unless otherwise noted in the schedule.
- **Cost:** Tables for the individual tastings are \$350 each and include two (2) pouring passes.
- **Payment:** HdR accepts: Visa, MasterCard or American Express.
- **Shipping:** To be fiscally and environmentally responsible, we ask that California producers hand-carry their wines to the event. A designated wine drop-off location will be available at the event along with secure on-site storage. Should you need to ship or drop-off wines to our office in advance we will certainly accommodate.

HOSPICE du RHÔNE

TWENTY-TWO VARIETIES. ONE VISION.

APRIL 28-30, 2011 • PASO ROBLES, CALIFORNIA USA

- Pouring Pass and event guidelines will be mailed via USPS directly to the contact provided during Producer Registration by the first week of April 2011. These passes are required for entry, no exceptions. Passes will not be replaced if lost or stolen
- Refunds will be granted until January 28, 2011 with a 5% service charge. Refunds will not be granted after January 28, 2011.

Speak Rhône

- Please help us promote the 2011 event. Your help with promoting Hospice du Rhône will only make the event that much more successful. Spread the word to your wine club members, tasting room guests, post to your social media sites, publish details to your online events calendar and tell your trade accounts.
- 2011 Promotional pieces will be provided. Use them to spread the love of Rhône!
 - Postcards, posters, digital postcards/graphics, custom graphic, etc.
 - Have a request? Send an email to faith@hospicedurhone.org
- Create a 2011 Hospice du Rhône incentive program for your key accounts, distributors and sales teams. For those near Paso Robles, invite guests out prior to the main event to share with them your wines, vineyards and surroundings. Then top off their visit by attending the 2011 Hospice du Rhône celebration.
- When at the event we encourage you to **interact and revel** with the guests! This is **your time** to share your story, share your wines, make connections and have fun. Make the time work for you. Step-out from behind the table, wear a crazy shirt or have an interactive element at your table.

Secured Event Pass Discount

For the 2011 event, HdR will offer an event pass discount to confirmed producers. The unique code, to take advantage of the Secured Registration Discount, will be provided in the **2011 Producer Registration Confirmation Email**. This code will extend a 20% discount on the purchase of additional event passes and Weekend Packages. ***Note**, the code will limit each producer to the purchase of two (2) weekend packages and two (2) event passes per individual event at the discounted price.*

Remember, Producer Registration will provide your winery with two (2) Pouring Passes to each tasting you register for. Pouring Passes **will be** mailed to the producer contact, provided during Producer Registration, the first week of April 2011.

Event Passes **will not** be mailed and will be available for pick-up under last name beginning at 8:00 a.m. on April 29, 2011 at the Paso Robles Event Center. *Passes are limited and are sold on a first-come, first-served basis.*

Producer Registration Check List

We suggest gathering these items prior to producer registration day.

- **Contact Information:** Name, email, phone and mailing address of the person who will answer any questions we may have, as well as receive the mailed Pouring Passes.
- **Event Guide Information:** Physical address, business phone, winemaker name, website, Twitter ID and high-res logo (300 dpi or higher) for printing.
- **Syrah Shoot-Out:** Attendance is limited to **winemaker and/or assistant winemaker**. One 2008 Syrah may be entered. A producer must be registered to pour at HdR 2011 to participate. Submission of wine is not required to partake.
- **Wines to be Poured:** Friday Rhône Rendezvous is limited to three (3) wines; Reserves or 2006 vintage and older. Saturday Grand Tasting is limited to ten (10) wines. We strongly suggest pouring different wines at each tasting.

HOSPICE du RHÔNE

TWENTY-TWO VARIETIES. ONE VISION.

APRIL 28-30, 2011 • PASO ROBLES, CALIFORNIA USA

2010 Producer Event Opportunities – Listed in Event Order

Syrah Shoot-Out

Date:	Thursday, April 28, 2011
Event Duration:	11:00 a.m. – 2:00 p.m.
Location:	Villa Creek Restaurant, 1144 Pine Street, Paso Robles
Requirements:	Seats are limited to the winemaker and/or assistant winemaker only. A winery must be registered to pour at HdR to participate in this event.
Registration Fee:	\$65 per person; Limit two (2) seats (<i>lunch included</i>)
Wine:	Syrah from the 2008 vintage will be the focus; Four (4) 750ml bottles are required and must be shipped in advance . Only one Syrah per winery may be submitted.

Event Details:

The always spirited Syrah Shoot-Out is a non-commercial, blind tasting amongst your fellow Rhône producers. Participants will have exactly one hour to taste through 50 plus Syrahs from the **2008 vintage** hailing from all corners of the world. When the timer stops, producers will be treated to lunch at Villa Creek Restaurant where the winner of the Syrah Shoot-Out is announced. The coveted Coat du Rhône and barrel will be presented at the Farewell BBQ. *Seating is limited and filled on first-come, first-served basis.*

Friday Rhône Rendezvous

Date:	Friday, April 29, 2011
Load-in:	12:45 p.m. – 1:45 p.m.
Media/Trade Hour:	2:00 p.m. – 3:00 p.m.
Enthusiasts:	3:00 p.m. – 6:00 p.m.
Registration Fee:	\$350 (includes two (2) pouring passes)
Wines:	Pour up to three (3) Rhône variety wines; 2006 or older vintage and reserve wines allowed. We suggest bringing 6 to 12 bottles of each wine.
Booth to include:	Six foot covered table, ice, water, dump bucket, bread, winery sign, two (2) Riedel stems and 2011 Event Guide

Tasting Details:

Due to **popular demand**, wines poured at the 2011 Friday Rhône Rendezvous should be reserve wines and/or 2006 vintage Rhône wines or older. If your winery does not have this inventory please pour different wines than you will pour on Saturday.

Along with reserve and older vintage Rhône wines, we are encouraging producers to incorporate an **interactive element** at the tables. Test the noses of attendees with a sensory exploration, tantalize taste buds with a food pairing or quiz a guest. Get creative, have fun and show them what your winery is all about. In addition to your interactive table, artisan food purveyors will be located throughout the tasting and nationally acclaimed chefs will show off their talents in the new demonstration kitchen.

“Interactive component,” you ask. Yes, we **encourage** each producer table to highlight an interactive element at the Friday Rhône Rendezvous. We are here to help should it be to pair you with an attending artisan purveyor or brainstorm with you to develop an experience. In 2010, those who adopted an interactive activity saw an **increase in traffic** at their tables along with creating a stronger connection with those guests. *Details of the 2011 interactive experience will not be required at time of registration.*

Interactive Examples:

- HdR to pair you with an artisan vendor to create a tasty bite (*Limit: first 20 producers*)

ENHANCED
→

HOSPICE du RHÔNE

TWENTY-TWO VARIETIES. ONE VISION.

APRIL 28-30, 2011 • PASO ROBLES, CALIFORNIA USA

- Older vintage vertical
- Sensory exploration at your table
- Bag a wine to create a blind tasting opportunity
- Rhône Quiz: 1 or 2 quick questions. Correct answers win sip of secret wine
- Have fun, get creative. Show guests what YOU are about

Soirée

NEW
→

- Date:** Friday, April 29, 2011
- Tasting Duration:** 6:30 p.m. – 10:00 p.m.
- Submission Fee:** With donation of one (1) magnum (1.5L) you will receive one (1) pass to attend Soiree (\$125 ticket value)

Tasting Details:

Transport yourself to the lively and colorful world at the Hospice du Rhône Soirée. This collection of flavors in food, wine and entertainment, will exude the international essence that HdR embodies year-in and year-out. Walk the “streets” to taste wines poured from magnums, savor the satisfying eats and be dazzled by your surroundings.

Saturday Grand Tasting

- Date:** Saturday, April 30, 2011
- Tasting Duration:** 3:00 p.m. – 6:00 p.m.
- Registration Fee:** \$350 (includes two (2) pouring passes)
- Wines:** Pour up to ten (10) Rhône variety wines of choice. We suggest bringing 6 to 12 bottles of each wine.
- Booth to include:** Six foot covered table, ice, water, dump bucket, bread, winery sign, two (2) Riedel stems and 2011 Event Guide.

Tasting Details:

One of the most comprehensive tastings of Rhône variety wines, this event boasts producers from throughout the world. It has been noted that to duplicate this tasting one would require a passport, numerous flights and a few weeks of travel. To complement the wines poured, artisan food purveyors will be located throughout the venue to share their wares. In addition to food and wine tables, nationally acclaimed chefs will show off their talents in the new demonstration kitchen.

Saturday Self-Guided Media/Trade Tasting

- Date:** Saturday, April 30, 2011
- Submission Fee:** Free with secured Producer Registration
- Wines:** Two (2) Rhône variety wines of choice; two (2) 750ml bottles of each wine will be required and **must be shipped in advance**.

Tasting Details:

Accolades and sales are important to your wine business. For the second year, Hospice du Rhône will provide a private and controlled tasting environment for media and trade guests to taste through a selection of Rhône wines. Registered producers are allowed to submit two (2) Rhône wines for this opportunity. This self-guided tasting opportunity will be open only to media and trade in a secured location at the Paso Robles Event Center. Influential writers, syndicated columnist, reputable freelancers and well-known bloggers will be in attendance. Don't let this opportunity pass your winey by.

Donation Opportunities

In addition to the tastings, Hospice du Rhône will provide opportunities for your wines to be showcased to guests at the 2011 event. These donations allow your wines to be tasted at smaller venues throughout the weekend. Each producer may donate no more than six (6) bottles of Rhône

HOSPICE du RHÔNE

TWENTY-TWO VARIETIES. ONE VISION.

APRIL 28-30, 2011 • PASO ROBLES, CALIFORNIA USA

variety wines. *Donation of wine requires advance shipment. HdR will determine the appropriate venue for donated wines.*

- Rhône 'n Bowl – up to four (4) 750ml bottles
- Rosé Lunch – up to six (6) 750ml bottles
- Auction Lunch – up to six (6) 750ml bottles
- Farewell BBQ – up to six (6) 750ml bottles

2011 HOSPICE DU RHÔNE EVENT SCHEDULE

Weekend Package - \$795

**Event Descriptions located in à la carte section*

**Not Included: Rhône 'n Bowl and Soirée*

Friday, April 30, 2011

8:00 a.m. - 9:00 a.m. – Garden Breakfast and Check-In

9:00 a.m. - 10:15 a.m. – Seminar One

10:30 a.m. - 11:45 a.m. – Seminar Two

12:00 p.m. - 2:00 p.m. – Rosé Lunch

2:00 p.m. - 3:00 p.m. – Friday Rhône Rendezvous *Trade and Media Only (credentials required)*

3:00 p.m. - 6:00 p.m. – Friday Rhône Rendezvous

Saturday, May 1, 2011

8:00 a.m. - 9:00 a.m. – Garden Breakfast and Check-In

9:00 a.m. - 10:15 a.m. – Seminar Three

10:30 a.m. - 11:45 p.m. – Seminar Four

12:30 p.m. - 2:30 p.m. – Lunch and Live Auction

3:00 p.m. - 5:00 p.m. – Self-pour Trade and Media only tasting *(credentials required)*

3:00 p.m. - 6:00 p.m. – Grand Tasting

6:30 p.m. - 10:00 p.m. – Farewell BBQ

2010 HdR à la carte Offerings

Thursday à la carte Events

Rhône 'n Bowl - \$100

Location: Paso Robles Bowl, 2748 Spring Street, Paso Robles

Thursday, April 28, 2011

6:00 p.m. - 10:30 p.m.

The highly anticipated and always spirited annual bowling tournament at the Paso Bowl in Paso Robles brings out the athlete in all Rhône Revelers! Hospice du Rhône will place you on a bowling team with like-minded Rhône revelers. Bring a bottle of wine to share among your team and guests. Dinner will be provided at this “must attend” event. *Availability is limited. Pass is not included in the Weekend Package.*

Friday à la carte Events

Friday Rosé Lunch – \$100

Friday, April 29, 2011

12:00 p.m. - 2:00 p.m.

Friday's lunch has always celebrated pink wines and this year we will continue to toast these beauties. Don your best pink attire as we raise our glasses to the vast variety of pink wines that have traveled far and wide to be with us for the 2011 revelry. The featured chef will be announced in the coming months.

HOSPICE du RHÔNE

TWENTY-TWO VARIETIES. ONE VISION.

APRIL 28-30, 2011 • PASO ROBLES, CALIFORNIA USA

ENHANCED
→

Friday Rhône Rendezvous Tasting – \$100

Friday, April 29, 2011

2:00 p.m. - 3:00 p.m. - *Trade and Media Tasting (credentials required)*

3:00 p.m. - 6:00 p.m. - *Consumer Tasting*

Engage, imbibe and savor at the 2011 Rhône rendezvous. Producers will showcase older vintages and reserve wines at this tasting. While exploring the older vintage and reserve wines you may encounter an opportunity to test your nose with a sensory exploration, tantalize your taste buds with a food pairing or snap a photo with a winemaker. Worldly Rhône producers will be awaiting your arrival to share with you a one-of-a-kind experience. In addition, artisan food purveyors will be located throughout the tasting and nationally acclaimed chefs will show off their talents in the new demonstration kitchen.

NEW
→

Soirée – \$125

Friday, April 29, 2011

6:00 p.m. - 10:00 p.m.

Transport yourself to the lively and colorful world at the Hospice du Rhône Soirée. This collection of flavors in food, wine and entertainment, will exude the international essence that HdR embodies year-in and year-out. Walk the “streets” to taste wines poured from magnums, savor the satisfying eats and be dazzled by your surroundings. *(Availability is limited. Pass is not included in the Weekend Package)*

Saturday à la carte Events

Saturday Lunch and Live Auction – \$100

Saturday, April 30, 2011

12:30 p.m. - 2:30 p.m.

Raise your fork and your paddle while dining on a meal carefully paired with Rhône wines in mind. Enjoy this unique opportunity to bid on rare and one-of-a-kind auction lots generously donated by Hospice du Rhône friends and worldly Rhône producers. The featured chef will be announced in the coming months.

Saturday Grand Tasting – \$100

Saturday, April 30, 2011

3:00 p.m. - 6:00 p.m.

One of the most comprehensive tastings of Rhône variety wines, this event boasts producers from throughout the world. It has been noted that to duplicate this tasting one would require a passport, numerous flights and a few weeks of travel. To complement the wines poured, artisan food purveyors will be located throughout the venue to share their wares. In addition to food and wine tables, nationally acclaimed chefs will show off their talents in the new demonstration kitchen.

Farewell BBQ – \$100

Saturday, April 30, 2011

6:30 p.m. - 10:00 p.m.

It is hard to say goodbye to the many friends you have made at Hospice du Rhône. Really, it is hard for us to say goodbye. Join us for our annual Farewell BBQ where a rocking good time is guaranteed to be had by all. The featured chef will be announced in the coming months.

###