

The Cilurzo Winery of the Year Award 2020-21

The Cilurzo Winery Award of the Year recognizes a winery operating in the Temecula Valley, who routinely offers an exceptional guest experience through its wine, winery & vineyard quality and appearance, and philanthropic endeavors for the betterment of the community.

Nominating Committee

1. The nominating committee shall consist of five-members. Three members shall be appointed by the TVWA Board of Directors.
2. Two of the five committee members that are Winery Member Directors on the VTV Board, shall be sitting nominating committee members.
3. The nominating committee shall consist of TVWA Board Members, winery owners, or their representatives.

Cilurzo Winery Award Standards

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| 1. Wine Making Authenticity & Quality | 30% |
| 2. Winery & Vineyard Quality and Appearance | 30% |
| 3. Guest Experience | 30% |
| 4. Philanthropic endeavors in the community | 10% |

Award Process:

1. Any winery that meets the Cilurzo Winery Award Standards may be considered for nomination by the nominating committee. Only the Nominating Committee can nominate.
2. Each nominated winery will submit their own narrative, describing how they best meet the criteria listed in the Cilurzo Winery Award Standards.
3. The nominating committee will select three wineries as finalists.
4. The committee will visit all three nominated wineries for a tasting and tour experience.
5. A third-party professional “mystery shopper” will be selected and hired by the CEO of the VTV with approval of the Nominating Committee. The “mystery shopper” will visit the three finalist wineries and will complete the “Award Questionnaire” and write a summary based on their experience. The 3rd party shopper will not be connected in any way to any VTV or TVWA Board Member, Nominating Committee Member, or any winery to ensure partiality.
6. The nominating committee will interview the three finalists.
7. The nominating committee will review the questionnaires/narratives and vote for the winner.

Award Rules:

1. All wineries must be members of Visit Temecula Valley and the Temecula Valley Wine Growers Association as “Full Winery Members.” “Provisional Winery Members” are not eligible.
2. A winery may be awarded no more than once during any five-year period (exceptions are subject to the authorized committee).
3. A committee member must recuse if his/her winery is considered for the award and will be promptly replaced with a new committee member to be selected by the TVWA Board of Directors.

Award Presentation:

The Cilurzo Winery of the Year Award will be presented by Visit Temecula Valley