This year the Cilurzo Winery of the Year includes a nomination and selection committee who will partner with Visit Temecula Valley and the Hospitality Task Force to verify submitted information, oversee the award process and select the recipient of the Cilurzo Winery of the Year award. The committee shall be five members consisting of TVWA Board Members, winery owners, or their representatives. Two of the five committee members who are Winery Member Directors on the VTV Board, shall be sitting committee members. The remaining three committee members shall be appointed by the TVWA Board of Directors.

Award Rules:

1. All wineries must be members of Visit Temecula Valley and the Temecula Valley Wine Growers Association as “Full Winery Members”.

2. A winery may be awarded no more than once during any five-year period.

3. A committee member must be recused if their 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 Process:

1. Any winery that meets the Cilurzo Winery Award Standards may be considered for nomination by the nominating committee.

2. Each nominated winery will submit their own narrative along with the application, describing how they best meet the criteria listed in the Cilurzo Winery Award Standards.

3. Three wineries will be selected 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 review the questionnaires/narratives and vote for the award recipient.

Cilurzo Winery Award Standards

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