



2019 Wine Program Awards – Questionnaire

Club Name: _____

Total Points

Wine Selection (Please check answers where indicated)

1. How many total selections are on the wine list(s)? ☐ (49 or less) ☐ (50 – 75) ☐ (76 – 99) ☐ (100 or more) _____

2. Please check the wine-producing regions represented on the á la carte list(s).

☐ **Argentina**

☐ **Austria**

☐ **Australia**

☐ **Chile**

France

☐ Alsace

☐ Bordeaux

☐ Burgundy

☐ Champagne

☐ Loire

☐ Rhone

☐ Other France _____

☐ **Other (Please specify)** _____

☐ **Germany**

☐ **Hungary**

☐ **Italy**

☐ Friuli Venezia Giulia

☐ Piemonte

☐ Tuscany

☐ Umbria

☐ Other Italian _____

☐ **New Zealand**

☐ **Portugal**

☐ **South Africa**

☐ **Spain**

☐ **Other (Please specify)** _____

USA

☐ Mendocino

☐ Napa

☐ Paso Robles

☐ Santa Barbara

☐ Sonoma

☐ Other California _____

☐ New York

☐ Oregon

☐ Washington

☐ Other USA _____

☐ **Other (Please specify)** _____

☐ **Other (Please specify)** _____

Total number of regions represented? _____

3. How many wines are available by the glass?

☐ 5 or less ☐ 6 – 10 ☐ 11 or more _____

4. Does your club have half-bottle selections on list(s)?

☐ **YES** ☐ **NO** _____

5. Does your club have a vertical collection of a wine over four vintages?

☐ **YES** ☐ **NO** _____

6. Does your club have large-format bottle selections on list(s)?

☐ **YES** ☐ **NO** _____

Wine Pricing and Sales

7. How many bottles does the club own? _____

8. What is the total value of your wine inventory at cost? \$ _____

9. What is the average cost per bottle in inventory?

(Divide the value of your wine inventory at cost by the number of bottles in inventory.)

\$ _____

☐ Less than \$10

☐ \$10 – \$15

☐ More than \$15

10. What is the club's annual sales volume in the following categories?

a. Beverage revenues including wine revenues

\$ _____

b. Wine revenues only

\$ _____

c. What are the wine sales expressed as a percentage of beverage sales?

_____ %

(Divide your wine revenue by beverage revenue.)

☐ 29 percent or less ☐ 30 – 35 percent

☐ 36 – 40 percent ☐ 41 – 45 percent

☐ 46 – 50 percent ☐ More than 50 percent

11. What is the overall cost of wine expressed as a percent of wine sales?

(Divide your total wine sales for the year by cost of goods sold.)

_____ %

☐ 35 percent or less ☐ 36 – 40 percent

☐ 41 – 45 percent ☐ 46 – 50 percent

☐ More than 50 percent



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Wine Program, Staffing and Administration

12. How many wine-specific events are held at your club annually?

☐ No events

☐ 1 – 4

☐ 5 or more

13. Does your club have an active wine committee?

☐ **YES** ☐ **NO**

14. Does the club have a cellar program for purchase
and holding of wines for a minimum of two years before sale?

☐ **YES** ☐ **NO**

15. Does your club purchase wine futures?

☐ **YES** ☐ **NO**

16. Are bottles placed in temperature/climate-controlled conditions?

☐ **YES** ☐ **NO**

17. Does your club have a formal wine training program for wait staff?

☐ **YES** ☐ **NO**

18. Does your club have a sommelier or full-time wine steward?

☐ **YES** ☐ **NO**

Objective Score

Impression of the Wine Program and List

19. Judge's impression of Wine Program

In your cover letter, tell us about your wine program. Describe staff involvement, the committee, the focus of the program and improvements made to the program over the past year.

20. Judge's impression of Wine List

Subject to judge's interpretation including, but not limited to, listing of vintages, organization, presentation of list, spelling and other items.

Subjective Score

Total Score
