

Thank you for nominating your cellar door for the Queensland Cellar Door of the Year at 2017 Queensland Wine Awards

BACKGROUND

The public perception and profile of our wine industry is influenced by experiences at our Cellar Doors. This award recognises excellence at a Queensland Cellar Door.

The mandatory requirements are:

- The promotion of Queensland wines.
- Open for visitation without appointment.
- Active involvement in the wine industry.

2017 JUDGING PROCESS & CRITERIA

Cellar Doors will be visited anonymously and assessed on the following criteria:

- Customer Service (major points weighting) including:
 - welcome and overall friendliness, tasting experience, wine knowledge of staff, local knowledge, and positive referral to other Cellar Doors.
- External presentation including:
 - signage, entry, parking, landscaping.
- Internal facilities including:
 - layout of Cellar Door, amenities, tasting area.
- Other services offered, for example:
 - wine club and other direct marketing activities, dinners, wine education classes.

YOUR SUBMISSION

Please submit the following information about your cellar door with reference to the criteria outlined above:

- A brief overview of your Cellar Door and the services provided, including your opening hours.
- How does your cellar door promote Queensland wines?
- What additional services are available through your cellar door eg. Wine club etc
- What employment and training initiatives do you provide?
- Describe your active involvement in the Queensland wine industry?

Please limit your response to two (2) pages.

Please email your submission and 4 digital images of your cellar door to president@qwia.org.au by 10th August 2017.

Feedback from the cellar door visit will be made available after the presentation evening