



Winery Information

2020 Amador Four Fires

Questions? Comments? Please contact Jack at
jack@amadorwine.com | 209.245.6992

Thank you for participating in the 6th annual Amador Four Fires!

Projected attendance is around 2,000, which includes all attendees, winery personnel, volunteers, media, and special guests. The event takes place on May 2nd, 2020, 10 am to 4pm, at the Amador County Fairgrounds.

This event presents the best of Amador to consumers and influential people in the wine industry. The wines poured are intended to be the best Amador has to offer.

A portion of the proceeds of Amador Four Fires go to various non-profit agencies across Amador County, including the Amador County Fair Foundation, Amador County Boy Scouts, Tri-County Wildlife Rescue.

At the event site, the grounds are divided into four zones, with each zone representing a wine region: Rhône, Italy, Iberia, and "Heritage California" (Zinfandel and Mission). Only wines originating from that region are poured in that zone. Within each zone, chefs prepare open fire dishes reminiscent of that region.

In this information packet:

- **Zone Selection** - Due by **Sunday March 15th**
- **Wine Submissions** – Due by **Sunday March 15th**
- **Evidence of Insurance** – Due by **April 1st**
- **Participating Wine Delivery**
- **Pouring at the Event**

Please read this entire document carefully. There are important modifications that have been made from previous years.

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Winery Zone Selection

The Amador Four Fires unique layout provides an opportunity to present wines based on varietal. Only wines made from varietals with ties to the region may be poured in that zone, see *Accepted Varieties and Synonyms* below. This means that Zinfandels are poured in the Heritage California zone, Syrah in the Southern France zone, and so forth.

Zone selections end **March 15th**

Please use the *Winery Participation Form* at the end of this document.

Space is allotted on a *first submit, first get* basis.

The following guidelines are to be used to determine which wines to pour in each zone:

- Wines must be sourced from within Amador County.
- In any single zone, a winery may **pour up to four wines**.
- To qualify for pouring in a zone, the variety or varieties must be stated on the label using synonym(s) of that region. If a blend, all components must qualify for that zone and be stated on the label. The label is the determining factor when questions arise.

Accepted Varieties and Synonyms (subject to revision) in the Different Zones:

Heritage California	Southern France	Italy	Iberia
Mission	Carignan	Aglianico	Albarino
Zinfandel	Cinsault	Barbera	Carinena/Mazuelo
	Counoise	Canaiolo	Garnacha
	Grenache Blanc	Dolcetto	Graciano
	Grenache Noir	Malvasia	Monastrell
	Marsanne	Montepulciano	Souzao
	Mourvèdre	Moscato	Tempranillo
	Muscat (Blanc or Rouge, White or Black)	Nebbiolo	Verdelho
	Petite Sirah/Durif	Pinot Grigio	Touriga (and other port wine grapes)
	Roussanne	Primitivo	
	Syrah	Sangiovese	
	Viognier	Teroldego	
		Trebbiano	
		Vermentino	

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Pre-Event Blind Tasting – Wine Submissions – Due March 15th

We had such great success reviving the Pre-Event Tasting in 2019 that we are committed to making it a standard part of the Amador Four Fires event! At Amador Four Fires, the wines presented are intended to be the best Amador has to offer. The pre-event tasting enables the trade and media invited to the tasting to experience the wines without distraction and to give them an opportunity to write about and consider the wines before the event, extending value to participating wineries. Results will not be released to the public.

Winery Submissions are due with sample bottles delivered to Amador 360 by Friday March 15

Evidence of Insurance – Due by April 1st

All wineries must provide evidence of liability insurance showing the following parties as additional insured:

Party	Address
Amador County Vintners Association (Certificate Holder)	PO Box 667, Plymouth, CA 95669
State of California 26th District Agricultural Association Amador County Fair	PO Box 9, Plymouth, CA 95669

Event: Amador Four Fires

Date: Saturday, May 2, 2020 (Please include date on COL)

Event type: Outdoor wine tasting event

Event location: Amador County Fairgrounds, Plymouth, CA 95669

Please return COL to:

- Linda Bonneau, Amador Vintners Association
- By email (preferred): linda@amadorwine.com
- By Mail: AVA/Amador Four Fires, PO Box 667, Plymouth, CA 95669
- By Fax: 1.209.245.6997

Pouring at the Event

0.5 oz. metered pourers are recommended.

Each winery will be provided with:

- One event wine glass and wristband for one winery representative for each zone in which you are pouring *PLUS* one additional winery representatives to provide breaks to your pourers. If need more than one relief pourer, please contact us in advance. Please remember that space is very limited.

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Volunteers are available if you have staffing issues, but we will need to know 2 weeks before the event to accommodate with the most wine-knowledgeable volunteers possible.

- A shaded 8' table; black table drape provided. *Two wineries will share an 8' table.* Per table 1 dump bucket, 1 water pitcher, and 1 chair per winery (2 chairs per table).
- Ice will be provided as needed. Ice buckets are **not** provided.
- If you need special accommodation, please contact us in advance. We will do our best to accommodate all reasonable requests. We will be unable to make changes the day of the event.

Event Schedule

This year the event will take place from 10 a.m – 4 p.m to allow time for VIPs and trade/media to have private access to the event before the crowds.

NEW THIS YEAR! Wine service will end at 3:30 PM! In an effort to both make things a bit easier on participating wineries and encourage responsible drinking by attendees we are stopping wine service at 3:30 PM. Starting at 3:00, we will bring in new, additional food vendors to provide dessert and additional entertainment to keep guests engaged in the event. **NOTE: Wineries may pack up and close down pouring stations at 3:30 (placing materials under your table) but WILL NOT BE ALLOWED to carry any items out of the event until the event officially ends 4:00.** We encourage you to pack up your station and then enjoy the desserts and entertainment for the last half hour. If winery staff begin to pack up and carry supplies out of the event it will greatly diminish the feel and character of the event and we want to make sure guests continue to rave about Amador Four Fires as one of California's top food and wine experiences!

- 10 a.m – 11 a.m: VIP, trade/media access to the entire event (approx. 300 guests)
- 11 a.m – 4 p.m: Gates open for ticket holder access (1800-2000 guests total)

Pouring Guidelines

When pouring, please follow these guidelines:

- Wineries must comply with all federal and state rules and regulations.
- Pour only to persons wearing a WRISTBAND and carrying an EVENT GLASS.
- Do not pour to designated drivers wearing a PURPLE wristband.
- Do not pour to anyone obviously intoxicated or anyone under 21 years of age.
- Accommodate persons with disabilities. Contact event staff for assistance if needed.
- Stop pouring at 3:30 pm. **NOTE: Wineries may pack up and close down pouring stations at 3:30 (placing materials under your table) but WILL NOT BE ALLOWED to carry any items out of the event until the event officially ends 4:00.**

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Wine Drop Off

Early drop off was a great success last year; therefore, we will make it a regular part of the Festival! In order to expedite and better facilitate the load-in process on the day of the event, wineries are encouraged to drop off wines to be poured at the event ahead of time. We will be offering three delivery window options the week of the event (or by appointment at the AVA office):

Wednesday, April 29: 9 a.m - 2 p.m

Thursday April 30: 9 a.m - 12 p.m

Friday, May 1: 10 a.m – 3 p.m

Wines can be delivered to Pokerville Hall at the Amador County Fairgrounds to be accepted by an event team member. Enter through the Locust Street entrance; do not enter through the Main Gate. A team member will inventory the wines brought in. The delivery person as well as our team member will sign an inventory sheet to confirm. Please do not leave wines without having them inventoried and then receiving a receipt. **Event volunteers will then bring your wine to your designated pouring stations on the day of the event.**

If you cannot make these delivery times, but would like to drop off wine in advance, please email Nicole at Nicole@amadorwine.com to coordinate receipt of wines at our office: AVA, 9310 Pacific St, Plymouth, CA 95669.

Day of Arrival and Unloading

Gates open at **6:30 am**. Please plan to arrive **before 9:30 am**.

Enter through the Locust Street entrance; do not enter through the Main Gate.

No vehicles will be allowed in after 9:30am. Please be kind to your neighbors and move your vehicle as quickly as possible. Volunteers will be onsite to help you unload, if needed.

All vehicles must be moved by 9:30am.

Zones will be clearly marked. See event Layout Map.

Finding Your Station – Checking In

Each winery is preassigned a location within each zone. Mid-April, we will send out a chart listing the zones in which you are pouring.

Please check in at the **Winery Check-in Tent** to collect your glass, receive a wristband, and a program. In addition, a volunteer will be onsite to confirm your location. All persons within the event must have a wristband.

Amador Four Fires Winery Participation Form

Please select your zones carefully to allow you to focus on the wines you of which most proud. The wines poured are intended to be the best Amador has to offer. There will be many influential people in wine media and trade present at this year's event.

Winery
Contact Name
Email
Phone

Zone Selection:

<input type="checkbox"/>	"Heritage California"	*Total number of zones plus relief pourer, if needed. If you need more than one relief pourer, please contact us in advance.
<input type="checkbox"/>	"Italy"	
<input type="checkbox"/>	"Southern France (Rhone)"	
<input type="checkbox"/>	"Iberia" (Spain/Portugal)	
<input type="text"/>	Total number of Winery Representatives you will have at the event*	Please keep in mind that this is a food-inclusive event (with associated costs) and a portion of the net proceeds go to the Amador County Fair Foundation and their projects to improve and maintain the Amador County Fairgrounds.

Please return to Nicole Shebl, AVA Events Manager:

- By email (preferred): Nicole@amadorwine.com
- By Mail: Amador Vintners Association, Amador Four Fires, PO Box 667, Plymouth, CA 95669
- By Fax: 209.245.6997

Thank you for participating in Amador Four Fires!