



SAN FRANCISCO WORLD  
**SPIRITS** COMPETITION

# 2012 Competition Rules and Instructions

## PLEASE READ ALL RULES CAREFULLY!

Violation of these rules may result in disqualification and the forfeiture of fees. If you have any questions, please call the Competition office at (415) 345-9000.

## Spirits Competition Rules

### 1. Entry Qualifications and Conditions:

- Any commercial spirits beverage may be entered.
- There is no limit to the number of entries per producer.
- No spirit may be entered more than once in the same year by an entrant, even if it is marketed under different labels.
- Spirits entered in previous competitions are welcome.
- Each producer winning a Sweepstakes or Double Gold medal award agrees to provide the San Francisco World Spirits Competition with one (1) bottle for display purposes, if requested.

### 2. Sending Your Entry Form and Fee(s):

*Do not send spirits with your entry form and fee(s).  
See below for spirits shipping instructions.*

**Your completed entry form and fee(s) must be received at the Competition office by Friday, March 2.**

The entry fee is \$450 per spirit entered.

**If paying by credit card you may fax your completed entry form and payment information to (415) 345-9090 or enter online at [www.sfspiritscomp.com](http://www.sfspiritscomp.com).**

If you are paying by check, send your entry form and payment to:

**San Francisco World Spirits Competition  
401 Terry Francois Blvd., Suite 116  
San Francisco, CA U.S.A. 94158**

Make your check payable to: **SAN FRANCISCO COMPETITION**

(NOTE: Keep a copy of the completed entry form for your records.)

### 3. Sending Your Spirits:

*Do not send entry fees with your spirits.  
See above for instructions concerning forms and payments.*

**All spirits must be received at the Competition warehouse by Friday, March 2.**

Send two (2) 750 ml. or two (2) one-liter bottles per entry and a copy of your completed entry form to:

**San Francisco World Spirits Competition Warehouse  
Pier 50, Shed A  
San Francisco, CA U.S.A. 94158**

- **For shipments from outside the U.S., if you are NOT using your U.S. importer, you MUST contact our customs broker, SDV (USA), Inc., at [usa.winedesk@sdrvusa.com](mailto:usa.winedesk@sdrvusa.com).** To reduce customs charges, SDV will arrange for your shipment and may consolidate shipments with others in your area. **The San Francisco World Spirits Competition is not responsible for customs duty charges or fees.**
- **WRITE ON THE BOXES: "SAMPLE MATERIALS. NOT FOR RESALE. GLASS ENCLOSED."**
- For shipments of more than one box, indicate that the box is "Box 1 of 4," "Box 2 of 4," etc.

## Packaging Design Competition

**This is an entirely separate Competition and requires a separate bottle to be submitted. If you are entering both tasting and packaging competitions, one check may be issued for both and shipments may be combined.**

### 1. Entry Qualifications and Conditions:

- Packaging designs for any commercial spirits beverage may be entered.
- There is no limit to the number of entries.
- The Competition reserves the right to photograph and reproduce any packaging accepted in the Competition in catalogues, posters, publications or on our Web site, and publicity printed by the Competition. Each entrant assents to this condition.

**2. Awards for the Packaging Competition:** Double Gold, Gold, Silver, and Bronze certificates will be awarded in both the Individual and Series divisions of the Competition. Each winner will receive a printed award certificate, as well as high-resolution medallion image files for promoting the win in online or print promotions.

Double Gold winning entries will be photographed and featured on the Competition's Web site.

**3. To participate in the Packaging Competition, by March 2 you must send one complete package. Packaging Competition entries may be sent with tasting competition entries, but the combined shipment must include three bottles.** Please include a copy inside the box of both Competition entry forms and ship to:

**San Francisco World Spirits Competition  
Pier 50, Shed A  
San Francisco, CA U.S.A. 94158**

### 4. Sending Your Entry Form and Fee(s):

*Do not send spirits with your entry form and fee(s).  
See below for spirits shipping instructions.*

**Your completed entry form and fee(s) must be received at the Competition office by Friday, March 2.**

The entry fee is \$100 per packaging design entered.

**If paying by credit card you may fax your completed entry form and payment information to (415) 345-9090 or enter online at [www.sfspiritscomp.com](http://www.sfspiritscomp.com).**

If you are paying by check, send your entry form and payment to:

**San Francisco World Spirits Competition  
401 Terry Francois Blvd., Suite 116  
San Francisco, CA U.S.A. 94158**

Make your check payable to: **SAN FRANCISCO COMPETITION**

(NOTE: Keep a copy of the completed entry form for your records.)

**ALL ENTRIES MUST BE RECEIVED  
BY FRIDAY, MARCH 2, 2012.**

Each spirits entry will, within reason and at the discretion of the Judging Director and Managing Director, be evaluated within a peer group of similar spirits. However, the Directors reserve the right to arrange categories as they see fit in light of the number of entries.

The San Francisco World Spirits Competition awards will be made on a merit basis. The judges will not grant an award when, in their opinion, a spirit is not worthy of an award.