



Thank you for agreeing to participate in Charlie Palmer's Eighth annual celebration of Pigs & Pinot during the ***Ultimate Pinot Smackdown*** event. We are thrilled to be partnering for this fun, informational and decadent weekend of pork and pinot pairings to benefit Share Our Strength and local scholarships and charities.

When: Saturday, March 23, 2013
Where: Healdsburg, CA at Hotel Healdsburg
What: The ***Ultimate Pinot Smackdown*** Seminar

Each Master Sommelier enters the room with four of his favorite Pinot Noirs covering four different regions of the world. Then the "Battle Royale" begins! The Master Sommeliers will have to sell you on their wine choices and dish it out in a head-to-head pitch contest followed by a tasting where you decide the winner. How often do you have four Master Sommeliers selling you on 16 great pinots and then a chance to taste them all!? So come and see how Drew "The baby faced rookie" Hendricks fares against Keith "Where is he?" Goldston while Michael "No, not that Michael" Jordan rumbles with Fred "is he God or Satan" Dame. This will be a smackdown to remember, you the audience will get to drink great Pinots while watching legendary battles and then crown the winner!

Below please find details of your participation in the *Ultimate Pinot Smackdown* event. If you have any questions, feel free to contact Daryl Groom at 707-431-2711 or daryl@pigsandpinot.com. More information visit: www.pigsandpinot.com.

An overview of your participation

In order to be eligible to participate, we require the following of each winery:

- Each winery is required to donate twelve (12) bottles of ONE signature wine –.
- Wine can be shipped or hand delivered anytime **before** March 13th to:
Daryl groom/ Pigs & Pinot
2111 Mill Creek Road
Healdsburg, CA 95448
- Please note: your wine will get "**smacked**" by the competing Sommeliers. This is all in fun, but you participants should have a thick skin and good sense of humor to participate!

For your participation in the *Ultimate Pinot Smackdown*, wineries will receive the following benefits:

- One complimentary ticket to the Saturday *Smackdown* seminar
- Inclusion in all applicable marketing and public relations materials, including press release inclusion
- Winery name listed as participating *Ultimate Pinot Smackdown*, winery with livelink to your website on www.pigsandpinot.com

Ultimate Pinot Smackdown, winner to receive the following benefits:

- Winning wine will be revealed at Saturday night's exclusive gala dinner
- Winning wine will be prominently showcased on www.pigsandpinot.com
- Inclusion in all post marketing and press coverage

Pigs & Pinot 2013
Friday, March 23 – Saturday, March 24

Smackdown Participation Agreement

Please return your signed participation agreement as soon as possible to confirm your participation. You may fax your agreement to Daryl Groom at 707-431-2711 or email it to daryl@pigsandpinot.com.

Winemaker/Principal Name: _____

Winery Name (to be listed on website): _____

Website (to be linked to from website): _____

Contact Name for information, samples and tickets: _____

Phone: _____ Email: _____

Address: _____

I agree to participate in Pigs & Pinot 2013. My participation includes the following events and dates:

Saturday, March 23, 2013

Ultimate Pinot Smackdown

1pm – 3pm

Hotel Healdsburg

Guest Winemaker/Principal Responsibility: Supply 12 bottles (750ml) of requested pinot noir:

Vintage & Wine Name as you would like it to appear in print. Please include appellation and vineyard designate if any:

Smackdown Ticket Reservations

If you would like to claim your Smackdown ticket, please fill out the below section. Tickets are extremely limited, if you do not fill this section out, you will NOT be contacted to complete the reservation.

I would like to reserve my complimentary Smackdown ticket (please circle): YES or NO

If you replied yes to the above you will be contacted (at the above email address) to complete the reservation.

Winemaker/Principal Signature

Date