Jerry D. Mead's New World International Wine Competition Collection
SC2010.01

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Title: Jerry D. Mead’s New World International Wine Competition Collection

Identifier/Call Number: SC2010.01

Contributing Institution: California State Polytechnic University, Pomona

Language of Material: English

Physical Description: 2.0 boxes

Date (inclusive): 1993-2010

Location: California State Polytechnic University, Pomona, University Library, Special Collections, Room 4434, shelf E-3

Collection Description: The Jerry D. Mead’s NWIWC allows wines to compete against one another by wine price class. This collection includes wine awards booklets, yearly entry rule forms, programs, medals and aprons from the competitions.

(1993 – 2010, and on going)

Related Collections
• Wine Industry Collection
• Wine Medals (Thornton)
• Wine Medals (Various Wine Competitions)
• Los Angeles County Fair Wines of the Americas
• Grape Harvest Festival Memorabilia
• Wine Collection Miscellaneous Memorabilia

Scope and Content
This collection contains many of the rules booklets, programs, awards booklets, medals and aprons for many of the years from 1993 to 2010.

Arranged Chronologically

Biography and History of the Competition

Biography: From LA Times Obituaries, April 14, 2000: Jerry D. Mead was a wine columnist for three decades who judged competitions around the world. Mead became a connoisseur of wine while working in an entirely unrelated position--dispatcher for the Anaheim Fire Department. In 1971, he began a wine column at the Anaheim Bulletin that he went on to syndicate to more than a dozen newspapers. He also founded a magazine, the Wine Trader, published six times a year with, at the time of his death, a circulation of 85,000. He was a staunch advocate for consumers and often referred to himself as "the wine curmudgeon," even abbreviating the nickname to TWC. Mead toured the world to judge wine contests and for his last eight years headed his own Jerry Mead’s New World International Wine Competition based in San Bernardino, which continues despite Mead’s death. He passed away on April 12, 2000 in Carson City, Nevada of complications of cancer including liver and kidney failure and a heart attack.

History of the Competition:
Jerry D. Mead (1939 – 2000) was an advocate for the average wine consumer. He had a desire to establish a new wine competition that would be the first of its kind in the world. This competition would allow the wines from each price class go head-to-head with one another. With this information a wine consumer can choose an award-winning wine more suited to his or her own budget. Mead’s desire developed into the Jerry D. Mead’s New World International Wine Competition, established in 1990 and was based in San Bernardino, in its latest competition (2010) is was held in Ontario.

Jerry D. Mead’s NWIWC is open to all wines of the “New World,” this includes North and South America, Australia, and South Africa. These “New World” wines are judged by price category from inexpensive to super-premium prices and by type. Medals of excellence are given out (Gold, Silver, and Bronze) and trophies are awarded for “Best of Class” and “Best of Show” wines. Along with the wines a separate category for the judging of the wine label art and packaging are awarded as well. These awards are given by qualified professionals, in a double-blind fashion, whereby the tasters were not given the identity of the wines being judged. The wines awarded were compiled in a booklet given out at the end of the competition at the “Jerry D. Mead’s Inland Empire Wine Extravaganza, Gold Medal Showcase and Auction,” which is held about a month after the competition; proceeds from the Extravaganza would go to different charitable organizations. The competition has recently celebrated its 20th year in the spring of 2010 and is still on going.

Subjects and Indexing Terms
New World International Wine Competition
Wine
Wine Competitions
**Box 1 SC2010.01**

Language of Material: English


**Box 2 SC2010.01**

Language of Material: English