



Entry Fees for the NWC/Top 100 Wine Challenge 2018 - SUMMARY

Stage 1: Wine entry fee

Early bird special offer (closes 21st February)

R1 150 per wine (R 1 311 incl. VAT)

Or

Standard entry offer (closes 31st March)

R 1 295 per wine (R 1 476.30 incl. VAT)

Stage 2: Top 100 status awarded winning wines – APP inclusion & related marketing

Winning vineyards contribute a sum per winning wine which partly covers a % of the substantial costs applicable to a select range of market facing activity. This includes:

Full colour wine and vineyard inclusion in the APP with click through link to vineyard website; T100 website listing with wine label image; gift pack including free bottle stickers; winners event launch.

For 2018 the fee is R 2 950 (R3 363 incl. VAT) per winning wine, payable by 31st May 2018.

Late payment of fees post 7th June 2018 (7 days from final payment date being 31st May 2018), will incur penalty interest charged at 2% per month.

Each winning vineyard will receive a valuable winners pack per wine, which will includes:

- Highest quality winners embossed & gold foiled certificate
- Digital versions of awards
- Digital promo and brand material
- Top 100 winner bottle stickers
- A link to download the APP
- Rights to distribute the APP to your own database

To help put this into perspective, a single 1-page advert in Platter would have cost you approximately R 33K or R55K per double page for 2018.

Your winning wine feature in the Top 100 APP is powerful & effective and it represents great value.

The APP is distributed/downloaded worldwide in over 50 countries in both Apple and Android versions.