



Dear fine wine colleague

Introduction

The 2018 National Wine Challenge (NWC) incorporating the Top 100 SA Wines is now open for wine entries!

Now in its 8th successful year it enjoys continued support and growth. The brand has gained global commentator recognition as well as a loyal wine consumer base.

Consistency results, for both Vineyard and Wines, remain fiercely contested. These unique awards represent the pinnacle of each vineyard's ongoing quality practices and reflect the commitment achieved over many years.

The NWC offers exceptional brand and promotion opportunities for vineyards. Wine entries that meet the rigid performance criteria are eligible for:

- ❖ Grand Cru, 1st prize - top score per cultivar or blend
- ❖ Double Platinum/Top 100 status - for the top 100 highest scoring wines
- ❖ Double Gold - for high scoring wines around 87 – 91 points
- ❖ Double Silver - for well scored wines around 83 - 87
- ❖ Vineyard Consistency award - for the most number of wins over eight years
- ❖ Wine Consistency awards - for a single wines wins over the eight years

A very useful set of recognition and awards that can aid brand awareness, enhance customer relations and build distributor confidence. The purpose and aim: **SELL MORE OF YOUR WINES!**

2018 key features include:

1. Powerful bottle stickers designed by consumer experts to aid your wine sales
2. Grand Cru 1st prize; Double Platinum; Double Gold and Double Silver awards
3. For Top 100 winning wines (Double Platinum category):
 - a) The market leading App with your wines featured plus links to your website
 - b) Downloaded in over 50 countries with powerful Google ratings
 - c) Winners packs
4. Vineyard Consistency Awards with a highly regarded eight year track record
5. Winning Wine Consistency Award with a proven eight year track record



Judges, judging & protocol

The NWC judging protocol and methodology set the highest standard and it maintains them to day.

Challenge Chair

We are thrilled that renowned international wine guru and SA wine advocate, Greg Sherwood MW, will be chairing the 2018 NWC.

7 smart reasons to enter your wines:

- *Aid wine sales*
- *Highly visible brand*
- *Everyone loves credible winners*
- *High impact winner certificates & bottle stickers*
- *First competition in 2018 - long promotion opportunity*
- *Google loves your winning wines and our winning brand*
- *Top 100 winners: APP, promotions, gift pack, free stickers, lots more*

NWC / Top 100 – supporting the brand that works for you makes sound commercial sense!

Key dates for 2018

Thursday 1 st February	- Early bird entries open
Thursday 22 nd February	- Standard rate entries open
Saturday 31 st March	- Last day for entries
Monday 16 th April	- Judging commences
Thursday 16 th May	- Awards celebration event

I extend my personal 'thank you' to vineyards and industry colleagues for your valued support. Working together, you can sell more wine.

We are once more thrilled to now personally invite you to enter the exciting and compelling 2018 NWC.

We wish you all a blessed harvest, and a strong tail-wind for all of your 2018 fine-wine entries!

Best wishes from the fine wine team.

Robin von Holdt