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*Dear fine wine colleague*

## **Introduction**

The National Wine Challenge (NWC) incorporating the Top 100 SA Wines 2017 is now open for fine wine entries!

Year seven, now under the invigorated National Wine Challenge brand, sees continued solid local growth and global confidence both in Top 100 as well as for the fuller range of winning wine awards.

Vineyard and Wine Consistency Awards both remain the fiercely contested pinnacle of ongoing quality practices.

The NWC offers exceptional brand and promotion opportunities for vineyards who concentrate on quality. Wine entries will result in all wines being eligible to be awarded one or more of:

- ❖ Grand Cru, 1<sup>st</sup> prize per cultivar or blend
- ❖ Top 100 / Double Platinum status for the top 100 highest scoring wines
  - Vineyard Consistency award for most wins over seven years
  - Wine Consistency awards for most wines over seven years
- ❖ Double Gold
- ❖ Double Silver

Altogether a fantastic set of recognition and array of awards, for winners, whose wines have met the rigid performance levels.

The market facing approach we follow with you has a single key purpose: **SELL MORE OF YOUR WINES!**

## **2017 key features include:**

1. Very reasonable entry fees.
2. Powerful bottle stickers designed by consumer experts to aid sales.
3. Cheapest bottle stickers of all those marketed by major competitions.
4. Grand Cru 1<sup>st</sup> prize; Double Platinum; Double Gold and Double Silver awards.
5. For Top 100 winning wines (Double Platinum category):
  - a) The market leading App with your wines featured plus links to your website.
  - b) Winners packs
  - c) 'Vineyard Consistency Awards' now with a progressive seven year track record.
  - d) 'Winning Wines Consistency Award' providing a track record of seven years.
  - e) Digital strategy with T100 continuing to invest, showing exceptional Google ratings.



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## Judges, judging & protocol

The T100 judging protocol and methodology set the standard. The NWC continues with this benchmark approach.

## Challenge Chair

We are thrilled that renowned international wine guru and consumer advocate Jamie Goode will again be chairing the 2017 NWC/Top 100 judging panels.

### ***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 - year-long promotion opportunity*
- *Google loves our winning brand & your winning wines*
- *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 2017 Challenge

Friday 20 January	- Early bird entries open
Saturday 11 <sup>th</sup> February	- Standard rate entries open
Sunday 19 <sup>th</sup> March	- Last day for entries
Tuesday 27 <sup>th</sup> March	- Judging commences
TBC	- Awards celebration event – evening in late April - Private and public tasting events TBA

As ever, a huge ‘thank you’ to vineyards and industry colleagues, for valued support & input over past years.

We are thrilled to again extend our personal invitation to you to enter the exciting and compelling NWC/Top 100 2017, now in its 7<sup>th</sup> successful year. Together, wine sales increase.

**We wish you all a blessed harvest, and a strong tail-wind for all of your 2017 fine-wine entries!**

*Best wishes from the fine wine team*

**Robin von Holdt**