



Dear fellow wine colleague

Introduction

The Ultra Value Wine Challenge 2018 is now open for your entries!

The **Buy Better Wine team** is thrilled to announce that SA's exclusive **VALUE** wine challenge, already in its 4th successful year, is now open for < R100 wine entries!

Following the tremendous and ever-growing success of the past three years, the stage is now set for year four. Over 4 million bottle stickers have been displayed throughout SA retail shelves. Numerous new listings took place for winning wines. The economy remains tight and more wine lovers seek to find wine **VALUE**. Consumers love Ultra Value stickers – they work!

This unique VALUE based wine challenge places the wine consumer first and foremost. The competition is again only open to wines that retail for <R100 a bottle incl. VAT. The high-quality panel of independent wine judges score each wine, based only on quality. Then a value formula will again be applied to each wine. This will uplift the score based on price, converting it to a final **VALUE-ADJUSTED** score.

All wines that pass the quality threshold will be eligible for an award. The resulting **VALUE** adjusted scores out of 100 points will then award each wine one of the following medals:

- **Double Gold**
- **Gold**
- **Silver**

...the stickers that consumers look for to motivate their purchasing decisions!

Many retailers are picking these awarded wines to promote. Ultra Liquors has an annual Ultra Value Wine Challenge display and product promotion of over 120 wines selected from the winning wines, from mid-January to mid-March. This entire process is aimed at supporting vineyards to sell more wines to consumers seeking to buy better.

Key features:

- ❖ Powerful brand
- ❖ Dedicated web pages
- ❖ Easy digital entry system
- ❖ Low entry fees with 'Early Bird' terms



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- ❖ Professional PR & social media underpin
 - ❖ Buybetterwine.com digital footprint and leverage

Judges, judging & protocol

The Ultra Value Wine Challenge judging protocol and methodology is polished, professional and of world-class calibre. This guarantees the integrity of results which are also independently audited.

6 compelling reasons to enter your wines now:

1. Highly visible
2. Consumer friendly
3. Gain listings; sell more wines
4. Compelling value focus <R100
5. Top quality judges and protocol
6. High impact bottle stickers that encourage purchases

Key dates for the 2018 Ultra Value Wine Challenge

Thursday 28th June - Early bird entries open

Thursday 19th July - Standard rate entries open

Friday 17th August - Last day for entries!

21st/22nd/23rd August - Wine deliveries

3rd/4th/5th September - Judging week

Wednesday 26th September – results launch

We extend to you our personal invitation to take up the 2018 Ultra Value Challenge. This is the annual defining moment for value wines: Align consumer wallets to your winning wines...and sell more!

To enter the 2018 Challenge click [here](#)