



Dear fellow wine colleague

Introduction

The Ultra Value Wine Challenge 2019 is now open for entries!

The Buy Better Wine team is thrilled to announce the following key change for wine entries to SA's exclusive **VALUE** wine challenge, now in its 5th successful year.

This unique **VALUE** based wine challenge places a price cap on entries. Wines entered must retail somewhere in SA for <R150 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' special
- ❖ 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.

5 compelling reasons to enter your wines now:

1. Highly visible
2. Gain listings; sell more wines
3. Top quality judges and protocol
4. Consumer friendly value focus <R150
5. High impact bottle stickers that encourage purchases

Key dates for the 2019 Ultra Value Wine Challenge

Tuesday 25th June - Early bird entries open

Monday 22nd July - Standard rate entries open

Friday 23rd August - Last day for entries!

26th/27th/28th August - Wine deliveries

9th /10th/11th September - Judging week

Thursday 10th October – results launch

We extend our personal invitation to you to take up the 2019 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 2019 Challenge click [here](#)