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*Dear fellow wine colleague*

## **Introduction**

### **The Ultra Value Wine Challenge 2017 is now open for your entries!**

The buybetterwine.com team are thrilled to announce that entries are now open! Following the tremendous success of last years event, the stage is now set for year three. Close to 3 million bottle stickers were displayed throughout SA retail shelves. Numerous new listings occurred and more will follow, as the economy tightens and wine seek to find best value. This exciting VALUE based wine challenge, the biggest in SA, 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 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 will then award each wine one of the following medals:

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

*...The stickers that consumers look for on bottles, to motivate their purchase!*

Many retailers are picking these awarded wines to promote. Ultra Liquors will make space in their Christmas catalogue for special offers on winning wines. This entire process is aimed at supporting vineyards to sell more wines and allowing consumers to buy better wine.

## **Key features:**

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



- ❖ 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, of world class calibre and just what you would expect from a professional team. Based on the rigid NWC/ Top 100 approach, the integrity is secure. This approach will assist judges to assess accurately and diligently and to make objective assessments. Ginette De Fleuriot CWM is again overall Challenge Chair. She is supported by Panel Chairs Fiona McDonald and JD Pretorius. Judges include, Tinashe Nyamudoka, Lizette Tolken, Spencer Fondaumiere, Winnie Bowman and other key figures.

### ***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. *Huge impact bottle stickers that encourage purchase*

### **Key dates for the 2017 Ultra Value Wine Challenge**

Monday 3<sup>rd</sup> July - Early bird entries open  
Monday 24<sup>th</sup> July - Standard rate entries open  
Friday 25<sup>th</sup> August - Last day for entries!  
4/5/6 Sept - Wine deliveries  
Tuesday 12<sup>th</sup> Sept - Judging commences  
Wednesday 4<sup>th</sup> Oct – results published

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

For more info click [here](#)

**Best wishes,  
Robin and the Ultra Value / buybetterwine.com team**