



ULTRA VALUE WINE CHALLENGE 2017– TERMS AND CONDITIONS

1. 2017 TIMETABLE:

3 rd July	Early Bird entries open
24 th July	Standard entries open
25 th August	Deadline for submissions – entries close
4/5/6 September	Wine deliveries to Bordelais Distributors only
12 th September	Judging of wine entries starts
4 th October	Results published

2. ENTRY ADMINISTRATION:

- 2.1 Only wines that retail for <R100 (incl VAT) per 750 ml bottle or equivalent are eligible for entry.
- 2.2 Evidence may be called for by the organisers to confirm the above pricing exists at a minimum of one retail outlet in SA, or at the cellar door. Wines will be disqualified if this cannot be confirmed.
- 2.3 A totally new and unique online entry system has been developed; fast, simple, easy.
- 2.4 The system is user friendly and has guidance notes. The Ultra Value helpline is open to support you.
- 2.5 The wine Delivery Label should be printed online and affixed to each wine box.
- 2.6 Six bottles of 750ml capacity must be submitted with each entry. Smaller bottle sizes will be accepted for dessert wines and fortified wines. Magnums and boxed wine may be entered too.
- 2.7 Wine samples and labels may be delivered between 8am and 2pm daily on 4, 5 or 6 September only to 'Bordelais Distributors, 209 Voortrekker Rd Vasco Estate, Cape Town, 7460, South Africa (corner of Cook Street).
- 2.8 Closing date for entries is Friday 25th August at 18h00.
- 2.9 Final day for wine deliveries is Wednesday 6th September.
- 2.10 Late submissions are at the organiser's discretion.
- 2.11 Wine may only be entered by the producer responsible for the brand. The producer in terms of this regulation shall mean a person, entity or corporate body producing wine or growing grapes and having the wine produced for him / it's for the purpose of sale by wholesale or retail under the name or preferred business name of the producer as stated on the entry form.
- 2.12 Vineyards confirm that 360 bottles of the entered wine will be available for sale mid-September 2017.



3. ENTRY FEES

- 3.1 The entry fee is R895 (R1020.30 incl. VAT) for each wine.
- 3.2 **'Early Bird' discounts** reduce the entry costs if entries are fully complete and paid by Sunday 23rd July. In this case, the discounted rate below will apply.
- 3.3 Early Bird Entries. R750.00 (R855.00 incl. VAT)
- 3.4 Payment should be made via EFT into the account below. Please use the invoice number as reference so your payment can be identified.
 - Buy Better Wine Pty Ltd
 - Branch: Cape Town
 - Account Number: 4086232845
 - Branch Code: 623 005
 - VAT number: 4180270342
- 3.5 Proof of payment should be emailed to Ultra Value Wines at accounts@buybetterwine.com
- 3.6 Payment for normal (non-Early Bird) entries must be received no later than 24th August 2017.
- 3.7 Non payment of entry fee by 24th August will result in entry disqualification.
- 3.8 Entry fees are non-refundable

4. WINE SAMPLES

- 4.1 Wine entered for judging must be made strictly in accordance with the regulations pertaining to wine production in South Africa.
- 4.2 Samples submitted must have been drawn from that portion of the stock identified by the WSR2A certificate(s) confirmed issued for the entered wine(s).
- 4.3 Samples must have received full or provisional certification by the Wine and Spirit Board.
- 4.4 Entry samples should be labelled with their final labels or alternatively clearly identifiable with sample labels containing the name of the cellar / producer, vintage and cultivar/s of the wine.
- 4.5 'Ultra Value Winner' bottle stickers may only be affixed to bottles originating from the same certification by the Wine & Spirit Board as the samples submitted to the Ultra Value Wine Challenge. Any vineyard that is found deviating from this will be barred from entering future Challenges.
- 4.6 Winning wines may be submitted to the Wine & Spirit Board and / or an independent laboratory for corroboration that the samples submitted for judging are identical to the wine as certified.



5. WINE JUDGING (refer to Judging Protocol on the website for full details)

- 5.1 Judging of the wines will take place in the week commencing Tuesday 12st September 2017.
- 5.2 Wines will be tasted blind as many times as may be required.
- 5.3 Judging panels will be made up of three wine experts.
- 5.4 Where discrepancies occur, the panel (firstly) and the Chairman (secondly) will attempt to reach consensus between the panel members as to the score awarded for each wine.
- 5.5 The Chairman will have a casting vote in the event that this is required.
- 5.6 The panel will record its confirmed score.
- 5.7 All wines scoring above the quality threshold will qualify for winning status.
- 5.8 The final VALUE score, adjusted for price via the algorithm formula, will be the published awarded score.
- 5.9 If cork or other defects are found in more than two bottles of entered wine, it will be disqualified.
- 5.10 Ultra Value Wines management will have the power to disqualify any submission that in their sole opinion does not fully comply with the regulations of the Challenge, prior to final results being audited.

6. WINNERS OBLIGATIONS

- 6.1 Winners of Double Gold and Gold awards will supply two X 6-bottle cases (12 wines) of each winning wine for Ultra Value Wines promotional use.
- 6.2 These wines can be used for a variety of promotional exercises, for example tasting events, PR dinners, international press and local commentator tastings, press or trade samples, for museum category later use, etc.
- 6.3 Winning vineyards give Ultra Value Wines permission to represent their wines at promotional events.
- 6.4 Given the press and media coverage, only wines that feature Ultra Value bottle stickers on all stock will be promoted.

7. USE OF LOGO

- 7.1 Vineyards are encouraged to use the powerful Ultra Value Winner logo to aid their own sales strategies, promotions and brand activity. Unauthorised use, reproduction or alteration of the Ultra Value Wines logo is strictly prohibited. The Ultra Value Wines logo remains the property of buybetterwine.com