



---

## *Dear fine wine colleague*

### **Introduction**

#### ***10 years on, celebrating with the industry!***

The 2020 National Wine Challenge (NWC) is now open for wine entries!

Now celebrating its 10<sup>th</sup> anniversary, this top-ranked wine challenge enjoys positive ongoing growth with unprecedented support. The brand enjoys international recognition as well as a loyal fine-wine consumer base.

Consistency Award's for both Vineyard and Wine' remain fiercely contested. These unique awards represent the pinnacle of each vineyard's ongoing quality practices and reflect their passionate commitment over many years.

The NWC offers exceptional, indeed unique, brand and promotion opportunities for competing vineyards. Wine entries that meet the rigid performance criteria are eligible for:

- ❖ Grand Cru, 1<sup>st</sup> prize - top score per cultivar or blend
- ❖ Double Platinum/Top 100 status - for the top 100 highest scoring wines
- ❖ Double Gold - for high scoring wines around 87 – 91 points
- ❖ Double Silver - for well scored wines around 83 - 87
- ❖ Vineyard Consistency award - for the most number of wins over ten years
- ❖ Wine Consistency awards - for a single wine's award wins over the ten years

Very useful sets of recognition and awards that aid brand awareness, enhance customer relations and build distributor confidence. ***The purpose and aim: SELL MORE OF YOUR WINES!***

#### **2020 key features include:**

1. To help you celebrate our 10 year anniversary, all fees remain unchanged from 2019!
2. Powerful bottle stickers designed by consumer experts to aid your wine sales
3. Grand Cru 1<sup>st</sup> prize; Double Platinum; Double Gold and Double Silver awards
4. For Top 100 winning wines (Double Platinum category):
  - a) The market leading App with your wines featured plus links to your website
  - b) Downloaded in over 50 countries
  - c) Winners packs
5. Vineyard Consistency Awards for total wins
6. Winning Wine Consistency Award



---

## Judges, judging & protocol

The NWC judging protocol and methodology set the highest standards from year one.

### Challenge Chair

We are again delighted that renowned international wine guru and SA wine advocate, Greg Sherwood MW, will be chairing the 2020 NWC.

### **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 of 2020 - long promotion opportunity*
- *Google loves your winning wines and our winning brand*
- *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 2020

Friday 17 <sup>th</sup> January	- Early bird entries open
Friday 7 <sup>th</sup> February	- Standard rate entries open
Friday 3 <sup>rd</sup> April	- Last day for entries
Wed 15 <sup>th</sup> & Thurs 16 <sup>th</sup> April	- Wine sample delivery
Monday 20 <sup>th</sup> April	- Judging week commences
Thursday 21 <sup>st</sup> May	- Awards celebration event

I extend again my personal ‘thank you’ to vineyards and industry colleagues for your valued support. Working together, you sell more wine.

The team is truly thrilled to personally invite you to enter the exciting and compelling 2020 NWC – year 10!

**We wish you all a blessed harvest, and prestigious wins for your 2020 fine-wine entries!**

*Best wishes from the fine-wine team.*

**Robin von Holdt**