



Dear fellow wine colleague

Introduction

The Ultra Value Wine Challenge 2020 is now open for your entries!

The **Buy Better Wine team** is thrilled to announce the following key change for wine entries to SA's exclusive **ULTRA VALUE** wine challenge, now in its 6th successful year.

This unique **ULTRA VALUE** based wine challenge places a price cap of \leq R130 per bottle VAT included on entries.

The new price cut-off for the 2020 Ultra Value Wine Challenge is \leq R130 per bottle!

All wines that retail somewhere in SA for R130 or less incl. VAT are now eligible to enter this year's Challenge and gain the advantages that SA's fastest growing competition offers to wineries.

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 **ULTRA VALUE-ADJUSTED** score.

- All wines that pass the quality threshold will be eligible for an award. The resulting **ULTRA 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. 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
- ❖ Professional PR & social media underpin
- ❖ Buybetterwine.com digital footprint and leverage
- ❖ The best and most effective bottle stickers on the planet!

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 ≤ R130
5. Top quality judges and protocol
6. High impact bottle stickers that encourage purchases

Key dates for the 2020 Ultra Value Wine Challenge

Thursday 6th August - Early bird entries open

Tuesday 1st September - Standard rate entries open

Friday 2nd October - Last day for entries!

Tuesday 6th October - Wine sample deliveries

12th October - Judging week

Thursday 12th November – results launch

We extend to you our personal invitation to take up the 2020 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 2020 Challenge click [here](#)