



Dear fine wine colleague

Introduction

The 2021 National Wine Challenge (NWC) is now open for wine entries!

Now celebrating its 11th year, this top-ranked wine challenge enjoys continued positive growth and support. The brand enjoys international recognition as well as a loyal fine-wine consumer base.

Consistency Award's for both Vineyard and Wine's 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 st 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 award | - for a single wine's award wins over the ten years |
| ❖ Red and White Wine of the year Award | - for the highest scoring red and white in the competition |

These focussed Awards are sets of recognition that aid brand awareness, enhance customer relations and build distributor confidence. ***The purpose and aim is simple: TO HELP SELL MORE OF YOUR WINES!***

2021 key features include:

1. ***Fees are now reduced to 2015 levels!*** (We are trying our level best to help you during these hard times.)
2. Powerful bottle stickers proven to aid your wine sales.
3. Grand Cru 1st prize; Double Platinum; Double Gold and Double Silver awards
4. Winners packs for Top 100 winning wines (Double Platinum category)
5. Vineyard Consistency Award for total wins & Winning Wine Consistency Award



Judges, judging & protocol

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

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: promotions, gift pack, free stickers, lots more*

NWC / Top 100 – supporting the brand that works for you makes sound commercial sense!

Key dates for 2021

Wednesday 20 th January	- Early bird entries open
Wednesday 10 th February	- Standard rate entries open
Friday 19 th March	- Last day for entries
Wed 24 th March	- Wine sample delivery
Friday 26 th March	- Judging week commences

The team is thrilled to now personally invite you to enter the exciting and compelling 2021 NWC – year 11!

We wish you all personal safety for family and friends, a blessed harvest, and prestigious wins for your 2021 fine-wine entries!

Best wishes from the fine-wine team.

Robin von Holdt