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## ULTRA VALUE WINE CHALLENGE 2023

### 1. ENTRY ADMINISTRATION:

- 1.1 Only wines that retail for R150 or under per 750 ml bottle or equivalent are eligible for entry.
- 1.2 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.
- 1.3 The online entry system is fast and simple to use.
- 1.4 The system is user friendly and has guidance notes. The Ultra Value helpline is open to support you.
- 1.5 Six of each sample must be submitted with each entry. All packaging types are accepted, canned wines, bag & box, glass bottles, plastic bottles.
- 1.6 There is no minimum stock quantity needed to enter a wine.
- 1.7 Wine samples must be delivered on the 14th September 2023 between 9am and 3pm only to Overgaauw Wine Estate, Stellenbosch.
- 1.8 Closing date for entries is Friday 8<sup>th</sup> September.
- 1.9 The **only** day for wine sample deliveries is **Thursday 14<sup>th</sup> September 2023**.
- 1.10 Late submissions are at the organiser's discretion.
- 1.11 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.



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## 2. ENTRY FEES

- 2.1 The entry fee is R1100 (R1265 incl. VAT) for each wine.
- 2.2 **'Early Bird' discounts** reduce the entry costs if entries are fully complete and paid by **7<sup>th</sup> August 2023**. In this case, the discounted rate below will apply.
- 2.3 Early Bird Entries. R850 (R977.50 incl. VAT)
- 2.4 Payment should be made via EFT into the account below. Please use your vineyard name 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
- 2.5 Proof of payment should be emailed to Ultra Value Wines at [accounts@buybetterwine.com](mailto:accounts@buybetterwine.com)
- 2.6 Payment for normal (non-Early Bird) entries must be received no later than 19<sup>th</sup> September 2023.
- 2.7 Non payment of entry fee by 19<sup>th</sup> September could result in entry disqualification.
- 2.8 Entry fees are non-refundable

## 3. WINE SAMPLES

- 3.1 Wine entered for judging must be made strictly in accordance with the regulations pertaining to wine production in South Africa.
- 3.2 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).
- 3.3 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.
- 3.4 '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.
- 3.5 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.



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#### **4. WINE JUDGING (refer to Judging Protocol on the website for full details)**

- 4.1 Judging of the wines will take place in the week commencing Monday 19<sup>th</sup> September 2023.
- 4.2 Wines will be tasted blind as many times as may be required.
- 4.3 Judging panels will be made up of wine experts.
- 4.4 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.
- 4.5 The Chairman will have a casting vote in the event that this is required.
- 4.6 The panel will record its confirmed score.
- 4.7 All wines scoring above the quality threshold will qualify for winning status.
- 4.8 The final VALUE score, adjusted for price via the algorithm formula, will be the published awarded score.
- 4.9 If cork or other defects are found in more than two bottles of entered wine, it will be disqualified.
- 4.10 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 confirmed.

#### **5. WINNERS OBLIGATIONS**

- 5.1 Winners of Double Gold and Gold awards will supply 1 X 6-bottle cases (6 wines) of each winning wine for Ultra Value Wines promotional use.
- 5.2 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.
- 5.3 Winning vineyards give Ultra Value Wines permission to represent their wines at promotional events.
- 5.4 Given the press and media coverage, only wines that feature Ultra Value bottle stickers on all stock will be promoted.

#### **6. USE OF LOGO**

- 6.1 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