

ENTRY KIT 2009

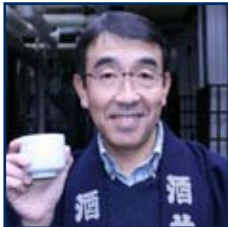
International Wine Challenge - Sake



Co-Chairmen

The IWC has four resident Co-Chairmen and one guest Chairman, who oversee the judging panels and assist the judges with any tough decisions. The team comprises Tim Atkin MW, Sam Harrop MW, Charles Metcalfe and Derek Smedley MW. With their combined experience, it is their mission to guarantee the integrity of the competition and ensure only the deserving wines receive medals. Joshua Greene will join as the Guest Chairman for the 2009 Challenge and brings many years of industry experience to the judging panel.

Koichi Saura - Sake Chairman



Koichi Saura is the President and 13th generation of his sake brewery, Urakasumi. He was the Chairman of The Japan Sake Brewers Association Junior Council (JSBA-JC) from 2005-2008, which formed The Sake Samurai Association in 2005 to enhance sake promotion and spread sake culture throughout the world.

Koichi Saura and the officers of the Sake Samurai Association have played an important role in establishing the sake category at the International Wine Challenge. Their knowledge and expertise brings a high level of integrity to the IWC and ensures that the judging process is as reputable as all the other categories.

Tim Atkin MW



Tim Atkin MW is one of Britain's leading wine writers, with more than 20 awards to his name. He is the wine correspondent of The Observer and Wine Editor at Large of OLN. He also writes for Wine & Spirit, Woman and Home, The World of Fine Wine, The Economist's Intelligent Life and OFM and appears regularly on BBC One's Saturday Kitchen. He is one of five partners in www.thewinegang.com, an independent tasting note site for consumers.

Sam Harrop MW



Sam Started his career as a trainee winemaker at Villa Maria Wines in his native New Zealand. After arriving in the UK, he became a wine buyer for Marks & Spencer, where he stayed for seven years and helped the company to transform its wine reputation. It also was during his time at the retailer that Sam passed the Master of Wine examinations at the first attempt.

Sam finally left M&S in 2004 to start his own consulting company. He now works with a number of wineries throughout Europe to improve the quality of wine destined for the export market.

Charles Metcalfe



Charles Metcalfe's tasting career started at university, where he captained the Oxford tasting team to victory over Cambridge two years running.

He joined the Evening Standard wine-tasting team and co-founded Wine International (originally What Wine?, then Wine Magazine) with Robert Joseph in 1983. They started the International Wine Challenge in 1984, and built it into the world's largest wine competition. He is also in demand as an international wine judge, and has judged in Australia, France, Germany, Italy, New Zealand, Portugal and South Africa.

As well as writing books on Spanish and Portuguese wines, and on matching wine with food, Charles has been a television drinks presenter for 17 years on This Morning, Taste Today, Great Food Live, Saturday Kitchen and many other programmes. His latest book is 'The Wine & Food Lover's Guide to Portugal', written with his wife, Kathryn McWhirter.

Derek Smedley MW



Derek joined the wine trade in the propitious vintage of 1961, working for John Harveys in Bristol. From here he moved to Gilbeys (IDV), where he worked in buying and sales. In 1968, whilst still at Gilbeys, Derek passed the MW exam. 1972 saw a move to Whitbread as buyer which lead on to his becoming the managing director of the wine side.

In 1985, he started Smedley Vintners, as well developing the consultancy side of his life, helping amongst others the Tuscan Wine House Antinori. He sold Smedley Vintners in 1999 so that he could concentrate full time on his growing consultancy work.

He is very strong in the City, looking after the Lord Mayor of London, the Guildhall and numerous City Livery Companies. His portfolio contains Inns of Court, Cambridge Colleges, London Clubs, Golf Clubs and Restaurants. Derek helps Warden Abbey Vineyard in Bedfordshire as well as leading wine tours for Arblaster & Clarke. He joined as co-chairman of the IWC in 2002.



The Judges

The consistent quality of the judges and their judging has earned global respect for The International Wine Challenge throughout the wine making community.

The Challenge operates a tiered system of judges, based on a tasting panel usually consisting of four people. Each panel has a Panel Chairman, who leads a team of 4 judges, and overseeing all are our Chairmen. The structure ensures that experienced, respected palates judge every wine.

Panel Chairmen & Senior Judges

The Panel Chairmen & Senior Judges are the best of the best. They are Masters of Wine, winemakers, senior wine buyers and experienced wine writers. The Panel Chairman role is crucial - they control the individual tasting panels to ensure that the quality, potential and typicity of every wine is fairly, professionally and consistently assessed.

Judges

The real team players of the Challenge who, with their Panel Chairman and Senior Judges, will discuss and agree the merits of the wines before them.

Associate judges (non scoring)

The entry level to Challenge judging, though all will have earned at least the Wine & Spirit Education Trust Advanced Certificate, and more commonly, the Diploma (or an international equivalent qualification). Their individual score does not influence the panel's final score.



The benefits of being an IWC medal-winner

The commercial benefits of winning an IWC medal are far reaching. The consumer awareness of the IWC medal can help to generate a substantial upturn in sales.

"There are very few international competitions with the high regard and international weight and respect of the International Wine Challenge. Winning a Trophy from the International Wine Challenge has led to an increase in sales, particularly in the UK market, and has strengthened our brand internationally, particularly given the nature of the global marketplace. Today more than ever, the marketplace responds to international judges with a diverse set of palates."

Camille Seghesio, Seghesio Family Vineyards

International recognition

The UK is accepted internationally as the most open and competitive market in the world. Winning a medal at the IWC is a powerful accolade, not only in the UK but also around the world.

Access to the consumer is difficult to achieve. An IWC medal displayed on your bottle is the ultimate endorsement the consumer can trust.

Global promotion

The competition generates millions of pounds worth of free PR for medallists. Journalists throughout the world eagerly anticipate the announcement of medal winners each spring. The widespread publicity that is generated worldwide to both the consumer and trade includes:



theguardian

THE VANCOUVER SUN



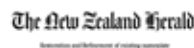
YOU

The Times

Telegraph TV



The Observer



Telegraph.co.uk

Introduction

The International Wine Challenge - over 25 years of excellence in tasting

- The International Wine Challenge is the most comprehensive and influential blind wine tasting in the world. It is also the most heavily supported by trade and consumers.
- The IWC is the most rigorously judged competition. Every wine entered is assessed at least twice, and the medal winners are judged anywhere between 3 and 6 times.
- The IWC Chairmen and Judges are the world's finest selection of wine judges assembled at any one time.
- Winning a medal is an outstanding achievement. The IWC medal allows you to stand out from your peers on a grand scale.
- At just £83.80 the IWC represents great value.

Discover a new market with IWC

In addition to the IWC judging, we hold parallel sessions called the Discovery Tasting where UK retailers, importers and distributors look for exciting new wines. If you are looking for UK representation, the Discovery Tasting is vital for you. See page 7 for full details.

Dates for 2009

Entries

Postal entry deadline: 13th February 2009

Judging

Round 1: 21st April 2009

Round 2: 22nd April 2009

Trophy Tasting

22nd April 2009

Announcement of results:

12th May, 2009 - visit

www.internationalwinechallenge.com to view the complete list of medal winners.

Awards dinner

2nd September 2009



IWC 2009 Entry Form

Company Name		
Contact Name (Mr/Mrs/Ms/Miss)		
Address		
	Postcode	Country
Telephone	Fax	VAT Reg No
Personal E-mail	Company E-mail	

METHOD OF PAYMENT

- Postal Entry - £83.80 + VAT to enter each wine into the International Wine Challenge
- Entries with a net invoice value (ex VAT) under £500 must be paid by credit card or by cheque submitted with the manual entry
- Entries with a net invoice value (ex VAT) over £500 may be paid by credit card, cheque or by requesting an invoice

We wish to enter:	Quantity	Net Price	VAT @ 15%	Total
International Wine Challenge		£83.80		
Discovery Tasting * (send additional 2 samples of stock, 6 samples in total)		£28.50 /		
* Full details of the Discovery Tasting can be found on page 7.			Total	

1. **PAYMENT BY CHEQUE** Please make payable to "William Reed Business Media Ltd"

2. **PAYMENT BY CREDIT CARD**

Please charge to my credit card **Visa** **Mastercard**

Card number Expiry Date /

Name on card	
Card holder's address	
Signature:	Date:

3. **PLEASE INVOICE MY COMPANY** Purchase order no (if required)

We confirm that we have read and understood the rules and instructions set out in the Entry Kit and agree to be bound by them.
 This Entry Form is signed by the person responsible for submitting the entry and to whom all correspondence concerning the International Wine Challenge should be addressed.

Signature Print name & title Date

We will use this data for the purposes of administering your entry in the International Wine Challenge. If you do not wish us to contact you regarding your entry please tick the relevant IWC boxes.
 We may also use it to contact you about William Reed products or allow carefully selected third party companies to let you know how you can benefit from similar offers (mail and telephone only). If you do not wish this to happen please tick the relevant box.

IWC Mail Telephone Faxing Email Text Messaging
 WR
 3rd party members

We do not share your data with third parties for Email, Fax or SMS purposes



IWC 2009 Entry Form

- i) Entry details must be completed in black ink and BLOCK CAPITALS. All details will be reproduced for results and certificates. William Reed takes no responsibility for corrections of errors or illegible text made by the entrant.
- ii) Complete the Entry Form together WITH ACCENTS.
PRINT THE BLANK ENTRY FORM TO ENTER MORE THAN ONE WINE.

- iii) Complete the Method of Payment Form on page 5
iv) Photocopy the Entry Form for your records and return the original by post WITH PAYMENT to
- The International Wine Challenge,
William Reed Business Media Ltd,
Broadfield Park, Crawley,
West Sussex RH11 9RT UK
by 13th February 2009

PLEASE PRINT THIS ENTRY FORM FOR EACH WINE YOU ENTER

Submitters Details:	Entry:	of	Wines Entered
Name of Company entering the Wine			
1. この日本酒をディスカバリー・テイस्टィングにエントリーすることを希望：（出品者全員のご参加をお願いします） I would like to enter this wine into the Discovery Tasting. Yes <input type="checkbox"/> No <input type="checkbox"/>			
2. 日本酒名/銘柄（ラベル上の表示名） Sake Name/Brand (as it appears on the label):			
3. 醸造年度 Year brewed:			
4. 製造場名(社名) Sake Producer Name:			
5. 国 Country:			
6. 都道府県 Prefecture:		7. 市町村 City:	
8. 下欄に日本酒の種類を記入してください。純米 <input type="checkbox"/> 純米吟醸/純米大吟醸 <input type="checkbox"/> 本醸造 <input type="checkbox"/> 吟醸/大吟醸 <input type="checkbox"/> 古酒 <input type="checkbox"/>			
Choose the category of the sake: Junmai Junmai-Ginjo/Junmai-Daiginjyo Honjyouzou Ginjou/Daiginjyo Koshu			
審査カテゴリーは ご案内にある通り 5 種類です。			
9. 精米歩合をご記入ください。(例 40%) Rice Polish rate (e.g. 40%):			
10. 原料米をご記入ください。(例 山田錦) Rice variety (e.g. Yamadanishiki):			
11. 日本酒度をご記入ください。(例 +8) Sake Meter Value (e.g. +8):			
12. 酵母の酒類をご記入ください。(例 自家酵母、協会9号) Yeast (e.g. original, kyoukai):			
13. 酸度をご記入ください。(例 1.2) Acidity (e.g. 1.2):			
14. アルコール分 (例 15.5%) Alcohol level:			
15. 英国における輸入業者 UK Importer:			
16. ボトル生産本数 (720 ml 換算) Number of bottles produced:			
17. 英国市場向けボトル本数 (720 ml 換算) Number of bottles available to UK market:			
18. 英国で販売していますか Available in the UK, tick relevant box: Yes <input type="checkbox"/> No <input type="checkbox"/>			
19. 日本国内推奨小売価格 (例 1,400 円) Retail price in Japan. (e.g. 1,400 yen):			
20. 英国で販売中の場合、ボトル当たりの英国での小売価格 (付加価値税を含むポンド価格) If available in the UK, UK retail price per bottle (£ inc. VAT):			
21. 英国で販売中の場合、英国での主要配給業者を記載 If available in the UK state your principle UK stockists:			
22. 主要配給業者 (英国外での連絡先詳細) Principle stockist (outside UK contact details):			
23. ボトルサイズ (関連項目に印) Bottle size: 1500ml <input type="checkbox"/> 720ml <input type="checkbox"/> 750ml <input type="checkbox"/> 500ml <input type="checkbox"/> 375ml <input type="checkbox"/> その他 Other:			
24. バーコード番号 Barcode number:			
25. 打栓方式 Type of closure used:			
26. ガラスの色 Glass Colour:			
27. 関連項目に印をしてください Tick relevant box: Organic Conventional (オーガニック清酒の出品であれば、Organic に印をしてください 有機農法 <input type="checkbox"/> 通常の農業を使用した農法。 <input type="checkbox"/>			
28. 今年からの新製品 Is this the first year of production of this wine? Yes <input type="checkbox"/> No <input type="checkbox"/>			



The IWC Discovery tasting

An excellent opportunity for producers to discover UK representation.

Looking for UK representation? The IWC Discovery Tasting will provide a platform to the UK market if you have entered the IWC, but don't yet have the right importer for your wines.

The Discovery Tasting is an integral part of the International Wine Challenge. It takes place in May after the IWC tastings. This is the time of year when UK buyers are looking for new wines to stock during the summer and for the all-important winter selling season. We know all the key players, from supermarket buyers to agents, independent wine merchants to sommeliers, and invite them all.

The Discovery Tasting provides them with the opportunity to taste, at their leisure, without interruption, any style of wine from anywhere in the world that is looking for an importer and has entered the IWC. Wines are grouped by country, enabling tasters to browse through any section in which they're looking to fill gaps on their shelves.

IWC staff are on hand to open bottles and provide contact details for the wines' producers.

At a time when wine consumption is on the increase, the IWC Discovery Tasting provides a producer who wants to get into the UK market with an invaluable opportunity to put his or her range in front of the people who make the buying decisions.

The IWC Discovery Tasting costs £28.50 per wine entered, in addition to your standard IWC entry fee. Compare that with the cost of a sales trip to the UK, and presenting your wines to several buyers - if you can get appointments with them!

The IWC Discovery Tasting is an essential tool for anyone seeking access to UK buyers. If you wish to participate, tick yes to Question 1 on page 6 of the Entry Form.





The International Wine Challenge is organised by

William Reed 
BUSINESS MEDIA

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