



1st

AUSTRALIA INTERNATIONAL WINE CHALLENGE 2019

Australia's FIRST international wine competition

Judging: Monday 12 August - Tuesday 13 August 2019
at the National Wine Centre of Australia in Adelaide

Entry Deadline : Friday 12 July 2019



WELCOME TO THE

1st

AUSTRALIA INTERNATIONAL WINE CHALLENGE 2019!

WILLKOMMEN BIENVENUE
BIENVENUE
HOSGELDINIZ
الہسوالہ
BIENVENIDO
HOSGELDINIZ
BENVENUTO
WELKOM
WELKOM
VÄLKOMMEN

Vision

Australia is rapidly emerging as one of the leading international wine markets, with wines from across the globe featuring prominently in top hotels, restaurants and retailers across this vast continent. At the same time, domestically produced Australian premium wines have steadily made inroads on the world stage. We accordingly believe that the timing is perfect for Australia's first truly international wine competition. Our objectives are to benchmark premium Australian wines and their international counterparts, and to generally increase awareness, understanding and demand in Australia and internationally for wines which combine quality and value.

Judging Process

All wines will be tasted blind. Flights will reflect recommended retail price bracket, and as far as possible the same variety/style of wine, thus giving every entry the best possible chance of success and giving maximum credit to both quality and value. Our philosophy is that every wine (regardless of variety, price, region of origin, etc.) has the potential to be a winner!

AIWC as a critical success factor for the Australia wine market

Our participants will comprise both the largest and many of the premium boutique wineries from Australia and from around the world. All will share a commitment to affordable quality and to success in Australia, in which the Australia International Wine Challenge can be a key contributing factor.

Chairman/Co-Chairs

Our Chairman is John Salvi MW (the longest-serving Master of Wine). His Co-Chairs will comprise Lynne Sherriff MW, Katsuyuki Tanaka, Jeremy Oliver and Bill Hardy. They will be joined by a glittering assembly of top wine professionals from Australia and the world's leading wine markets. The Chairman and Co-chairs will re-taste all wines where the panel cannot reach a decision and wherever a gold or platinum medal has been awarded – this ensures the optimum results and continuity between different panels.

The Concept of Value

Just as important as over-delivery on quality, is over-delivery on price. Wines will be judged in 5 different retail price categories.

Our Trophies and Awards

We believe these will be considered to be among the most desirable and important of any wine competition internationally. Our medal seals and awards will be used not just in Australia but internationally as a recognized arbiter of quality and value.

Promotion for Success

Achieving an award in our competition is in itself a major feat! – our judging and awards have international recognition. In addition, however, we will promote award winning wines through the following activities:

- * Medal logo – these can be downloaded at no cost for use in Australia and internationally.
- * Results will be announced on our website and in a special feature in our media partner's publication Gourmet Traveller Wine.
- * Trophy awards will be announced and made at a special ceremony after the event.
- * Trade and consumer events featuring AIWC wines will be held in Sydney, Melbourne and Adelaide throughout the year. These will include an auction of award winning wines.
- * Special mention of wines seeking distribution in any state of Australia will be made in our website/published material and in special events.

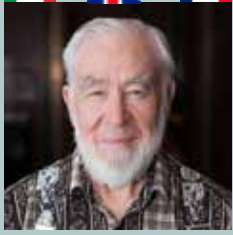


OUR JUDGES

CHAIRMAN



John Salvi MW



John is the president of the Wine and Spirit Association of Great Britain. He has been in the Wine Trade for 45 years, and is the representative for Great Britain at the International Union of Oenologists. He is an active professional taster, wine consultant, and wine writer.

"I have judged in tastings/events organised by the founders of the Australia International Wine Challenge for a number of years and can testify that they are of the highest integrity, managed with expertise and professionalism and judged by highly qualified and expert judges. They are of inestimable value to the wine world, both to producers and to the wine trade as well as to the drinking public. They increase international awareness and understanding of Australian wines and at the same time provide deeper knowledge to Australian producers of the best wines from around the world. Such an International Wine Tasting Competition is much to be desired and in my professional capacity I will be proud to be a judge".

CO-CHAIRS



Jeremy Oliver

Jeremy Oliver is one of Australia's foremost wine writers and presenters, and the most influential wine presence throughout Asia. He is a widely read and fully independent wine commentator whose words are published in several countries and languages.

"I am looking forward to participating as a judge. The Australia International Wine Challenge's concept is designed for the judges as much for the wines. Right now, with most wine scores in Australia frankly off the charts with respect to quality, a concept that enables this level of respectful interaction between Australian and international judges can only help how Australians allocate scores. Hopefully it will bring something of the reality check we need."



Bill Hardy

William 'Bill' Hardy has worked with Hardys for 40 years and represents the fifth generation of Hardy family involvement in the business. He was awarded the 2015 South Australian Legend of the Vine.

"Australia has developed a wonderful capital city wine show circuit, but to compete seriously at an international level, we have had to send our wines to competitions in the far flung parts of the globe. With the advent of the Australian International Wine Challenge, we will be able to compete against the world's best wines on our own ground finally. The international nature of the entries will, indeed, be complemented by the impressive selection of world-renowned wine judges. I am very much looking forward to my involvement with the inaugural Challenge."



Lynne Sherriff MW

Lynne Sherriff MW graduated in oenology at Stellenbosch and is a Past Chairman of the Institute of Masters of Wine, for which she is a senior wine educator.

"For many years I have worked with the organisers of the Australia International Wine Challenge to generally increase awareness and understanding of both the quality and value of top wines from around the world. I am therefore looking forward to doing so in Australia this August, both as a judge in the competition and (in my capacity as past Chairman of the Institute of Masters of Wine) to work with my fellow MWs to develop the education process, to the benefit of the wine trade and wine lovers in Australia"



Katsuyuki Tanaka

Katsuyuki has been for many years acknowledged as Japan's leading wine writer and wine taster. Wine has been his lifelong interest. He and his palate are respected by his peers internationally.

"Australia is rocking and rolling more than ever. With firm confidence about its great terroir and challenging spirit to push the vinous frontier forward, and with ever growing sense of Art de Vivre and ever flourishing diversity of culinary art, Australians are now producing and consuming the most exciting wines in the world. At AIWC, we must discover hidden jewels to help the Australians to enrich their wine culture, and, of course, we do."

bettane+desseauve



The Australia International Wine Challenge is proud to be associated with our French partners Michel Bettane and Thierry Desseauve, recognised as the leading authorities on French wines.

L'Australie est depuis longtemps l'un des vignobles les plus intéressants à découvrir mais c'est aussi un formidable marché pour l'ensemble des vins du monde. Nous sommes heureux que l'Australia International Wine Challenge permette à tous ces vins de s'évaluer et de trouver leur place dans ce grand marché !

PANEL LEADERS



Nick Bulleid MW



Anthony Rose



Veronique Raisin



Nick Ryan



Eduardo Dingler



Jon Osbeiston



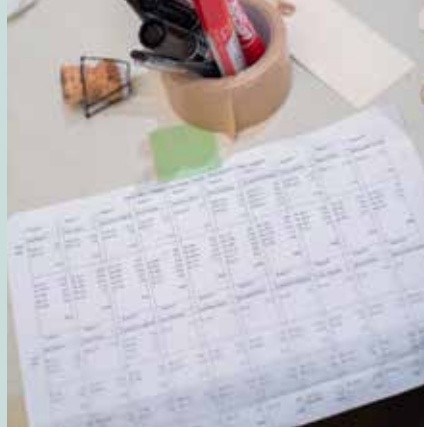
Damien d'Ovidio



Christopher Martin

Proud Partners of The Australia International Wine Challenge





OUR TROPHIES AND AWARDS



We believe these will be considered to be among the most desirable and important of any wine competition internationally. Our medal seals and awards will be used not just in Australia but internationally as a recognized arbiter of quality and value.



Bronze medal – a commercially acceptable wine which has no flaws and shows varietal/regional character.



Silver medal – an excellent wine showing structure, complexity, texture and balance.



Gold medal – a wine which is the perfect role model of its genre.



Platinum medal – the ultimate expression of perfection



Trophy awards – on the last day of tasting, all wines which received Gold and Platinum awards will be retasted to select Best of Category:

Champagne/Sparkling
Australian Sparkling
Australian White
Australian Red
New World White
Old World White
New World Red
Old World Red
Dessert
Best of Region
Best of Show
Winery of the Year
Best Organic/Biodynamic
Winemaker of the Year
Best Distributor



PARTNER CHARITIES



For many years, the organisers have been instrumental in raising funds from wine to bring everyday drinking water to some of the one billion people in the world who do not have access to it, effectively reversing the miracle of Cana and changing wine back into water! These activities have been focussed on building wells in Cambodia – we have built approximately 170 wells providing drinking water to 5,300 persons. We intend to expand this activity through the Australia International Wine Challenge. We will also fund vocational training in the hotel/service industry in Cambodia for approximately 30 disadvantaged young adults.



RULES OF ENTRY



1. WHO CAN ENTER?

We welcome every wine from any vineyard in the world which is commercially available anywhere.

2. ENTRY CRITERIA

Awards will only refer to a single homogeneous batch of wine, originating at the time of bottling from one and the same container. Wines must be labeled in accordance with the relevant provisions of the country of origin. Wine must be in 750ml bottles unless a sweet or fortified wine when we will accept the equivalent volume in 375ml or 500ml bottles. Wines must be available in quantities of at least 1,000 litres held for the purpose of release to the market, in containers of a nominal volume not exceeding 2 litres. However, should certain categories of wine be produced in particularly small quantities, batches of wine of less than 1,000 litres may be accepted, but not of less than 100 litres. All wines must be labeled to show the name of the region and the geographical area of origin of the wine. In addition, the year in which the grapes used were harvested must be shown. All entries must show either the existing recommended RRSP in Australia (or if not yet imported to Australia) the FOB price from which a notional Australian RRSP will be calculated).

3. COST TO ENTER

Entrants may submit as many wines as they wish. A handling charge of AU\$ 225 (including GST) will be made for each wine entered up to and including 10 wines. For the eleventh wine and above, a charge of AU\$ 112 (including GST) will be made. In order to make payment easier, we offer entrants the option to pay in Euros or US Dollars instead of AU\$. Should this option be selected, the fees payable are: *First 10 wines: EUROS 140/US\$ 160 for each wine entered. *From 11th wine onwards: EUROS 70/US\$ 80 for each wine entered.

Entries will not be accepted without payment in full.

Please kindly include your entry number in the details when you arrange bank transfer if possible (entry number will be emailed to you after receiving entry form). Invoice is issued on request only, although each entrant will be issued with a receipt once payment has been confirmed.

Please note that entry fees cannot be refunded.

Bank name: ANZ Bank

Branch: Murray Street, Tanunda, SA 5352, Australia

Account name: Australia International Wine Challenge

BSB: 015-726

Account number: 3138 68978

Swift: ANZBAU3M

* Bank transfer charges by both the receiving and remitting banks must be borne by the submitter.

4. NUMBER OF BOTTLES TO SUBMIT PER ENTRY

Four (4) x 750ml bottles or equivalent (eg 8 x 375ml) must be submitted for every entry. This is to ensure sufficient for re-tastings / Trophy tastings / photographs and for the Awards Ceremony.

5. SUBMITTING YOUR ENTRY FORM, WINE FORM, and LABELS

• Please download your Entry Form and Wine Form from our website: www.AustraliaWineChallenge.com, and submit (by either Online Form or Email) to the Australia International Wine Challenge by **Friday 12 July 2019** at the following address:

Australia International Wine Challenge Pty Ltd
PO Box 848
Broadway, NSW 2007, Australia
info@AustraliaWineChallenge.com

• Payment must be made at the same time as your Entry is submitted. Your entry will only be accepted after payment is received.

• After your entry has been accepted, you will receive an e-mail with "Outer Carton Label" which has your entry number. This label must be attached on the outside of each of your shipping boxes.

• Please carefully complete the Wine Form - the information provided will be used for all subsequent certificates.

• If the label is unavailable please hand-write wine the wine name and vintage and attach onto the bottle.

6. CATEGORIES

• A list of categories can be found on our website: www.AustraliaWineChallenge.com - these include wine and cider.

SHIPPING YOUR WINE

EXAMPLE : UPS

EXAMPLE : DHL

1. PAYMENT OF DUTY ON SAMPLES

All duty, carriage, clearance, storage charges and taxes payable on wines must be pre-paid for by the Submitter. Failure to pay these duties will result in your wines not being entered. Please complete the courier documentation carefully, remembering to tick the appropriate duty and prepaid freight charges.

CUSTOMS FORMS/SPECIAL DELIVERY INSTRUCTIONS

Please tick/insert the following on all courier company documentation:

FREE OF CHARGE/DDP + VAT

FREE DOMICILE

2. SENDING YOUR WINES

- Send 4 bottles of each of your wine samples via courier to arrive by **Friday 19 July 2019** at our warehouse. Please do NOT send to AIWC office.

Australia International Wine Challenge 2019
FREIGHT HUB
6 Circuit Drive, Hendon SA 5014, Australia
Tel: +61 8 8382 8517

• If you have a local distributor/agent, you may wish to arrange with them to deliver the wines ex-Australia stock (remember to complete the form stating you have done this) by forwarding your "Outer Carton Label" or asking your agent to get in contact with the Australia International Wine Challenge.

• Please also mark on each case of wine "Australia International Wine Challenge 2019 - SAMPLES - NO COMMERCIAL VALUE".

Entrants are entirely responsible for the arrival of their wines in time for the Challenge. The organizers can take no responsibility for this. We regret that late arrivals will not be accepted and neither credits nor refunds will be issued if the forms or wines fail to arrive on time.

* Clearly label your boxes using the **Outer Carton Label (→)**, which will be sent to you with your **Entry Number** upon your registration.

* Returns or refunds cannot be issued.
* Please make sure that you pay all shipping duty and taxes associated.
* Entrants that fail to send samples cannot be refunded.

HOW TO ENTER



1

SEND ENTRY FORM

by 12 July 2019



By Online Form or Email

2

ARRANGE ENTRY FEE

by 12 July 2019



(bank transfer or credit card)

3

SEND WINE FORM and WINE LABEL

by 12 July 2019



4

SEND WINE SAMPLES

by 19 July 2019



CHECK LIST (Please refer page 7 for details.)

Send by Friday 12 July 2019

- ☐ Entry Form
- ☐ Wine Form
- ☐ Label/label data
- ☐ Payment

Send by Friday 19 July 2019

- ☐ 4 bottles of each of wine samples to our Warehouse in Adelaide. Please make sure to attach "Outer Carton Label" on the outside of each of your wine carton. **Please do NOT send to AIWC office.**



Australia International Wine Challenge

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www.AustraliaWineChallenge.com

Our background Adelaide cityscape painting is by Sydney-based Charles Billich, one of the world's leading surrealist artists.

