



China Sommeliers Wine Challenge 2009



Wine & Spirits China

Exclusive Invitation & Entry Kit



Enter your wines in the China Sommeliers Wine Challenge 2009 and uncork your China market potential

China Sommeliers Wine Challenge 2009 is the only sommelier focused blind tasting wine event of its kind in China. The event brings together China's leading sommeliers, both local and international working in China, and a panel of renowned sommeliers including world and regional champions.

China launched its first National Sommelier Competition this year with resounding appreciation and acclaim from China's wine and hospitality industry. Wine & Spirits China taking place at FHC China is now working together with the organisers of the first National Sommelier Competition to bring you a dedicated sommelier wine challenge for the first time in China.

China's sommeliers will lead the development of China's wine industry and it's essential for wine producers, importers and distributors to establish strong relationships with these decision makers from an early stage.

Who should enter?

- FHC China 2009 Exhibitors
- Wine & Spirits China 2009 Exhibitors
- Gold Card Wine Day 2009 Exhibitors
- Wine producers
- Wine importers, distributors, wholesalers & agents
- Retailers

Important: China Sommeliers Wine Challenge is exclusive exhibitors.

What are the benefits?

Winning a China Sommeliers Wine Challenge award and/or medal carries a number of significant benefits:

- It's an influential sales & marketing tool. Awards and medals will be handed out on morning of first day of FHC09
- Instantly demonstrates the quality of your wine for the China market onsite and after FHC09
- Introduces your wine to China's sommeliers
- Hospitality & retail buyers recognise the awards and medals
- It acknowledges the production and selection skill of the producer, importer and/or distributor
- Presents your wine in the VIP Wine Tasting Room onsite

VIP Wine Tasting Room

All wines entered into China Sommeliers Wine Challenge will be presented onsite in a dedicated VIP Wine Tasting Room. The VIP Wine Tasting Room is open to wine professionals from hospitality, retail, importers, distributors, sommeliers & corporations and access is by invitation only.

Date & Venue

China Sommeliers Wine Challenge 2009 will take place Wed 11 & Thurs 12 November 2009 in Shanghai.

Important: China Sommeliers Wine Challenge is 1 week before Wine & Spirits China 2009 / FHC China 2009 and exhibitors DO NOT attend the wine challenge.

Awards & Presentation

Wines will be awarded Gold, Silver, Bronze or Seal of Approval medals. Other award categories will be decided upon by judging sommeliers once all wine entries have been confirmed. Award categories will be determined by China's sommeliers and designed to best promote wines to the China market.

Award certificates & stickers will be distributed to winners before 10am, Wed 18 November 2009 (Day 1 of FHC09).

Award medal presentations will take place 4pm, Wed 18 November 2009 (Day 1 of FHC09) in the Gold Card Wine Tasting Area of Wine & Spirits China 2009, Hall W2 at FHC09.

Judges

- Chair of Judges: Tommy Lam, organizer China National Sommelier Competition 2009
- Head of the Panel: Kelvin Tay, Director of Wine and Beverage, Shangri-la, China Operation
- Hans Qu (China): Champion China National Sommelier Competition 2009. Chef Sommelier, ShenZhen Intercontinental Hotel
- Vivienne Tien (China): First Runner Up, China National Sommelier Competition. Sommelier, KAY Club, Shanghai
- Jaosn Shi (China): Second Runner Up, China National Sommelier Competition. Sommelier, China World Hotel
- Lu Yang (China): Champion Penfold Sommelier Competition. Sommelier, Peninsular Hotel Shanghai.
- Jacky Goergler (France): General Manager and Sommelier, Jean Georges On-the-bund, Shanghai
- Franck (France, Australia): Sommelier, Kathleens 5, Shanghai
- Elyse Lambert (Montreal, Canada): Champion, Pan America Sommelier Competition 2009
- Andres Rosberg (Argentina): President, Argentine Sommelier Competition, Organizer of the Pan American Sommelier Competition 2009
- Michael Jordan (USA), Master Sommelier: General Manager, White Rose Restaurant Disneyland, Los Angeles. Wine Program Director Disney World Worldwide.

Organisers



How to Enter?

IMPORTANT INFORMATION

- China Sommelier Wine Challenge 2009 is exclusive to exhibitors
- China Sommelier Wine Challenge 2009 is open to white, red, rose, sparkling & fortified wines
- Exhibitors may submit as many wines as they wish
- 1 entry equals 6 bottles
- Deadline for Entry Form: **6 November 2009**

- **Deadline for wines to arrive in Shanghai if sent from overseas is on or between 26 to 28 October 2009**
- **Deadline for wines to arrive in Shanghai if they are already in China and have cleared customs is 6 November 2009**
- If wine arrives before these dates it will incur extra storage costs

HOW TO ENTER

- Select the wines you wish to enter
- Complete the enclosed entry forms and return together with payment notification to:

Mr. Justin Pau
 China International Exhibitions Ltd
 Room 2402, Singular Mansion, No. 318-322 Xian Xia Road, Shanghai, 200336, China
 Tel.: +86 (0)21 6209 5209 ext 28
 Fax: +86 (0)21 6209 5210
 Email: justin@chinaallworld.com

- Send your wines to the below specified address.

CEVA Freight/QIFAN Int'l
 c/o Shanghai Rogers Exhibition Services Ltd
 Room 1803, Block A, New Century Plaza,
 No. 48 Xing Yi Road, Shanghai, 200336, China
 Tel.: +86 (0)21 6270 0003
 Fax: +86 (0)21 6270 0005
 c/o China Sommeliers Wine Challenge 2009
 Ctc: Edmond Siu
 Email: edmond@rogerssha.com

- **Deadline for wines to arrive in Shanghai if sent from overseas is on or between 26 to 28 October 2009**
- **Deadline for wines to arrive in Shanghai if they are already in China and have cleared customs is 6 November 2009**

Important: For more detailed information on shipping instructions for the China Sommelier Wine Challenge 2009 please see **CSWC09 SHIPPING INFORMATION FROM ROGERS**

REQUIREMENTS

- Awards will only refer to a single homogeneous batch of wine, originating at the time of bottling from one and the same container.
- All wines must be labelled to show name of the region and the geographical area of origin of the wine and the year in which the grapes used were harvested. Non-vintage wines will not be accepted.
- The wine must be made 100% from grapes grown in the country in which the wine was bottled, with the exception of those cases of cross regional and international blends recognised by the appropriate nations.

COST OF ENTRY & PAYMENT METHODS

- **Entry fee for wine being sent from overseas is US\$150 or RMB 1,140 per entry**

Includes:

- Entry to China Sommelier Wine Challenge 2009
- Cost of transport & handling once wine arrives in Shanghai including:
 - Customs clearance

- Duty
 - Tax
 - Transport and handling from arrival at Shanghai airport
 - Storage
 - Delivery
 - Documents
 - Invoice
- **Entry fee for wine which is already in China and has cleared customs is US\$50 or RMB 350 per entry**

Includes:

- Entry to China Sommelier Wine Challenge 2009
- Cost of transport & handling once wine arrives in Shanghai including:
 - Storage
 - Delivery
 - Documents
 - Invoice

PAYMENT IN US\$

| | |
|----------------|--|
| Bank | : Barclays Bank Plc, London Corporate Banking |
| Bank address | : Level 28, 1 Churchill Place, Canary Wharf, London, E14 5HP, UK |
| Bank sort code | : 20-03-53 |
| Swift code | : BARCGB22 |
| IBAN | : GB19 BARC20035386 575455 |
| Account name | : Overseas Exhibition Services re HKES |
| Account no. | : 86 57 54 55 |

PAYMENT IN RMB

| | |
|--------------|--|
| Bank | : Bank of China, Shanghai Chang Ning Sub-branch |
| Bank address | : 2067 West Yan An Road, Shanghai P.R. China, 200335 |
| Swift code | : BKCHCNBJ300 |
| Account name | : China International Exhibitions Ltd. |
| Account no. | : 044175-8300-11206808091001 |

Note: Credit Card payments are not accepted

NUMBER OF BOTTLES PER ENTRY (1 entry equals 6 bottles)

- 6 bottles per entry will be used as follows:
 - 2 bottles will be used for China Sommeliers Wine Challenge 2009
 - 2 bottles will be used for VIP Wine Tasting Room
 - 1 bottle will be used for presentation
 - 1 spare bottle in case of spoilage

IF THE SAME WINE IS ENTERED MORE THAN ONCE

- When the same wine is being submitted by more than one company, all entrants' names will be featured equally in the report of the tasting. Fees for multiple entries cannot be refunded.

LATE ARRIVALS

- We regret that late arrivals will not be accepted and neither credits nor refunds will be issued if the forms or wines that fail to arrive on time.

Wine Categories

Please choose a particular category in which you wish your wine to be judged. Quote the appropriate code on the entry form as well as stating the wine colour. Some categories will be sub-divided once all entries have been received. Please note organisers reserve the right to change the category of a particular wine.

White

| | |
|------------|---|
| CHO | Oaked Chardonnay including White Burgundy |
| CHA | Un-oaked and lightly-oaked Chardonnay including White Burgundy |
| OW | Other oaked dry whites |
| UW | Other un-oaked and lightly dry whites |
| SV | Sauvignon Blanc including Loire |
| CHE | Chenin Blanc and other grapes used for white wines in the Loire excluding Sauvignon |
| GRA | Dry Germanic, Riesling, Mueller Thurgau, Scheurebe |
| MG | Off-dry and Medium non-botrytis Germanic |
| SPW | Spicy and aromatic whites e.g. Gewuerztraminer, Gruener, Veltliner, Tokay |
| MED | Medium non-Germanic e.g Vouvray and some Vinho Verde |
| BOT | Botrytis-affected Whites |
| MUS | Sweet Muscats (non-fortified excluding low alcohol) |
| DES | Other non-botrytis, non-fortified sweet wines |
| IW | Italian White |

Red

| | |
|------------|--|
| LC | Light Cabernet styles e.g. Loire reds and some Italians |
| MER | Cabernet, Merlot and Cabernet Merlot blends including Bordeaux |
| GRE | Rhone-style (principally Grenache and Syrah/Shiraz) |
| SPY | Spicy reds e.g. Zinfandel and Pinotage but not Rhone style |
| BJ | Gamay/Beaujolais style |
| PN | Pinot Noir |
| MID | Midi and South-West France not made from Burgundy, Bordeaux or Rhone grape variety |
| SPA | Wines made from classic Spanish grape varieties |
| OR | Other reds which do not fit into any of the above categories |

Rose

| | |
|-----------|-------------|
| DR | Dry Rose |
| ME | Medium Rose |

Sparkling

| | |
|------------|--|
| SPK | Sparkling brut and extra dry (including Champagne) |
| SPM | Sparkling medium to sweet (including Champagne) |
| SPR | Sparkling rose (including Champagne) |

Fortified

| | |
|------------|--|
| MAD | Madeira and wines of a similar style to Madeira |
| POR | Port and wines of a similar style to Port |
| SHE | Sherry and wines of a similar style to Sherry |
| FMU | Fortified Muscats e.g. Beaufort de Venise and Liqueur Muscat |

Low Alcohol

| | |
|------------|----------------------------------|
| LNA | Low (under 5%) and non-alcoholic |
|------------|----------------------------------|

Chinese Produced

| | |
|------------|-----------------------------|
| CR | Chinese Red |
| CW | Chinese White |
| CSP | Chinese Sparkling |
| CFO | Chinese Fortified |
| CO | Chinese Other (grape based) |

N.B Organisers have the right to taste varietal wines from particular countries and regions within their varietal or geographic category

China Sommeliers Wine Challenge 2009

ENTRY FORM

Contact Name (Mr/Mrs/Miss): _____

Company Name: _____

Booth Number: _____

Address: _____

Post Code: _____

Tel.: _____

Email: _____

1. Wine Name: _____

Wine Category Entered: _____

Wine Colour: _____

Country: _____

Region: _____

Year: _____

Is the wine already available in China? _____

2. Wine Name: _____

Wine Category Entered: _____

Wine Colour: _____

Country: _____

Region: _____

Year: _____

Is the wine already available in China? _____

3. Wine Name: _____

Wine Category Entered: _____

Wine Colour: _____

Country: _____

Region: _____

Year: _____

Is the wine already available in China? _____

4. Wine Name: _____

Wine Category Entered: _____

Wine Colour: _____

Country: _____

Region: _____

Year: _____

Is the wine already available in China? _____

5. Wine Name: _____

Wine Category Entered: _____

Wine Colour: _____

Country: _____

Region: _____

Year: _____

Is the wine already available in China? _____

6. Wine Name: _____

Wine Category Entered: _____

Wine Colour: _____

Country: _____

Region: _____

Year: _____

Is the wine already available in China? _____

For more information on any of the above please contact:

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Room 2402, Singular Mansion, No. 318-322 Xian Xia Road, Shanghai, 200336, China
Tel.: +86 (0)21 6209 5209 ext 28, Fax: +86 (0)21 6209 5210, Email: justin@chinaallworld.com