



WINES OF GERMANY UK - TOP OF THE CROPS COMPETITION

INVITATION TO SUBMIT YOUR WINES!

Wines of Germany UK is on the hunt for Germany's Top of the Crops 2020 and we need your wines!

The Wines of Germany *Top of the Crops* competition is once again open for entries! Does your wine have what it takes? We are looking for the best wines from Germany, **currently seeking representation in the UK**. (If you have **any wines** that are currently represented in the UK, **please ask your UK importer to submit on your behalf**. We cannot accept submissions from producers who have wines in the UK already – these must all be done via an importer.) After selection by blind tasting by industry experts, the winning wines will be showcased around the UK, tasted by consumers and members of the trade and press, to inspire the nation to try new wines and discover what Germany has to offer today!

New for 2020, there will also be a specific tasting held later in the year for all unrepresented wines that are successful in Top of the Crops. This will be **the little g** tasting, and will be held in central London. Please note that this will replace the previous **Get It On** campaign in the UK and **Top of the Crops will be the only opportunity for German producers to submit unrepresented wines for consideration by the UK market**.

We are also changing the submission process this year and will no longer be asking for submissions within specific categories. If you think you have a wine in your portfolio that deserves to be shouted about, simply submit! Wines of Germany has some specific press activity planned throughout the year, and we would encourage submissions that fall into the following categories:

- Pinot Paradise (Pinot Blanc, Pinot Gris, Pinot Noir)
- Sekt
- Riesling

This having been said, submissions of other varieties are very welcome. Sauvignon Blanc continues to be an extremely popular grape in the UK market and even lesser-known varieties are finding success; leading retailers introduced Lemberger and Elbling onto shelves this year which have been selling very well.

Criteria:

If you are a German wine producer with a UK importer

If you would like to enter your German wines to be judged by the panel and you have wines that are currently available in the UK, please speak to your importer who will need to liaise with us directly regarding the entry process. Wineries with representation in the UK will be able to enter two different wines into the competition.

If you are a German wine producer without a UK importer

If you would like to enter your wines to be judged by the panel and you do not currently have any representation in the UK, please fill out this form, providing your contact details and information on the wine you would like to submit. To keep the tasting manageable within this Seeking Representation category and to provide a focus for this category, we can only accept **one wine per** producer. Please submit your current vintage – if your wine is successful but undergoes a vintage change before final samples are called, we will still accept the later vintage.

Each wine will be tasted blind by the specialist panels who will only know the grape variety, region, vintage and price and the wines with the highest scores will be the wines chosen to form Wines of Germany's Top of the Crops 2020.

How can you get involved?

If you would like to enter your German wines to be judged by the panel, please fill out online form, providing your contact details and information on the wines you would like to submit by **Monday 27th January**: <http://winesofgermany.co.uk/events/register-now-top-crops-2020/>

Please then ensure **two bottles of each wine entered** are submitted to the address below by **Monday 10th February**.

Producers may submit **one wine** for consideration. Please send the completed form back to Wines of Germany UK at germanwine@thisisphipps.com or for more information please call 0207 759 7405.

Address for samples (labelled with Wines of Germany Top of the Crops):

*Wine Sorted Ltd
Little Owl Farm
Main road
Murcott
Oxon
OX5 2RE*

It is free to enter for unrepresented producers and the only costs incurred throughout will be the provision and delivery of stock. We will then also require 12 bottles to be used in other tastings or media drops throughout the year. By registering your wine for the competition, you agree to the supply of samples should your wine be selected for the Top of the Crops 2020.

If you have any queries about this activity, please do not hesitate to contact Wines of Germany UK at germanwine@thisisphipps.com or on 0044 207 759 7405

We look forward to hearing from you and working together on this project.