

2021 年度中国市场 TOP50 德国葡萄酒评选

2021 China TOP50 German Wine Award

酒款招募说明 Wine Recruitment Instructions

I. 关于 TOP50 评选 ABOUT TOP50

“中国 TOP50 德国葡萄酒评选”的活动（以下简称 TOP50）已经在中国市场上成功举办了五年，哪怕是在新冠病毒流行的 2020 年，也有 172 款葡萄酒参赛（对比：2019 年 195 款参赛，2018 年 162 款葡萄酒参赛）。在这五年中，非常多的中国葡萄酒从业人士（进口商、经销商、零售商、侍酒师、讲师等）和中国葡萄酒消费者都通过每年的 TOP50 榜单以及我们组织的相应的品鉴会和大师班认识到了众多优秀的德国葡萄酒。

“China TOP50 German Wine Competition” has been successfully held in past 5 years, even in the Covid-19 pandemic year 2020 there were still 172 wines registered (in 2019 195 wines, in 2018 162 wines). In the 5 years, many Chinese wine professionals (importer, dealer, retailer, sommelier, educator, etc.) and wine consumers have recognized a big number of excellent German wines through TOP50 Guide, and the tastings or seminars that we held accordingly.

2021 年我们将继续进行第六届 TOP50 评选，并继续和 WINE100 葡萄酒大赛合作（以下简称 WINE100），这也是我们与它的第五次合作。这意味着，参选的酒款将有机会同时获得德国葡萄酒 TOP50 奖项以及 WINE100 的黑金奖、金奖、银奖、铜奖、推荐奖、最佳性价比等奖项，并同时受益于双方的市场活动。

In 2021 we will continue to hold the 6th TOP50 competition, and continue our cooperation with WINE100 Challenge (a leading wine competition in Mainland China), which will be our 5th time in cooperation with them. This means, all wines will get the chance to win a “TOP50” award and a WINE100 award (Trophy, Gold, Silver, Bronze, Suggested, and Best Value) in the meantime, and then will benefit from activities of both sides.

2019 年我们目标计划是招募 190 款葡萄酒参赛，通过 WINE100 的评选体系和众多葡萄酒专家的盲品品鉴，最终筛选出各个价位段得分最高的约 50 款葡萄酒进入最终的

TOP50 榜单。同时，我们还计划推出“2021 中国 TOP10 黑比诺榜单”，从而在市场上为潜力无限的德国黑比诺制造更多的声音。

Our 2021 plan is to recruit 190 wines for competition. Through the WINE100 competition system and the blind tasting of many professional wine experts, finally about 50 highest scored wines from different price range will be qualified into the final TOP50 Award list. Besides TOP50, we will also announce a sub-list called “China TOP10 German Pinot Noir Awards”, which is to making more buzz in the market for German Pinot Noir.

获奖酒的后续的推广活动，将包括（但不限于）：

Subsequent promotional activities for winning wines will include (but not limited to):

- 获奖酒贴、酒挂、TOP50 指南小册子，媒体宣传
Winning hang tags and stickers, TOP50 Guide and WINE100 Guide, press releases
- 跟随 WINE100 巡展去到 6 个城市举办 TOP50 获奖酒品鉴大师班，由德国葡萄酒认证讲师主讲
6 tasting seminars in 6 cities with WINE100 Roadshow, lectured by a certified German wine educator
- 在 Riesling & Co.三城（北京、杭州、深圳）巡展上举办 TOP50 获奖酒品鉴大师班，由一位葡萄酒大师或侍酒师大赛主讲
3 tasting seminars in Beijing, Hangzhou & Shenzhen with Riesling & Co. hotel show, lectured by a MW/MS
- 在 ProWine China 展会上的德国展团，举办 TOP50 获奖酒吧台品鉴
TOP50 & TOP10 Bar Tasting at ProWine China under German Wine Pavilion

II. 报名要求 Requirements for application

1. 报名费：0 元

Fee: 0

2. 每款葡萄酒比赛所需的数量：4 瓶（以 750ml 计算）

Bottles per wine needed for judging: 4. (calculated by 750ml)

3. 任何报名酒款都需要确保已经在中国大陆市场销售，并提供建议零售价

Any registered wine should have been already imported into Mainland China market. And a suggested retailed priced need to be given.

4. 每个生产者/品牌不得报名超过 2 款葡萄酒

We accept no more than 2 wines from each producer/brand.

5. 一个进口商总计不得提交超过 10 款葡萄酒

We accept no more than 10 wines from each importer.

6. 如果一个进口商提交了超过 6 款葡萄酒，则至少一半必须为干型（残糖小于 9 克/升）

If any importer submitted more than 6 wines, at least 50% must be dry style (< 9 g/L RS)

7. 每个报名单位，至少一半报名酒款建议零售价格需低于 400 元人民币

For each register, at least 50% registered wines should be lower than 400 RMB in suggested retail price.

8. 黑比诺无需遵守上述 5、6、7 三点要求

Pinot Noir wines don't have to follow the #5, #6 & #7 requirements said above.

9. TOP50 的获奖酒供应商必须向德国葡萄酒协会提供每款获奖酒 8 瓶（以 750mL 计算），用于对 2021 年中国市场各项活动的支持。提交大赛报名表即视为同意此项。

TOP50 winning wines' supplier must agree to provide 8 bottles (750ml) of each TOP50 winning wine to support WoG China's 2021 promotional activities. Your application form will be considered by default to be an agreement to this.

III. 时间安排 Schedule

1. 请在 2021 年 4 月 10 日前将您的报名表（见附件 excel 文件）发送到：

Please send your application form (see attached excel file) before 10th Apr 2021 to:

tan.wu@winesofgermany.com.cn

2. 我们将确认您所报名的酒款是否符合要求（如有必要，将与您电话或邮件联系），并于 2021 年 4 月下旬发送给您确认邮件，并告知比赛样品寄送地址

We will check whether your wines accord our requirements (if necessary, we will contact you by phone or email), and send you the confirmation email in the last ten-day of April 2021, and to inform the address to ship samples.

3. 只有按时寄到的数量充足的样品（4 瓶，以 750ml 计算）才被最终视作报名成功

Only the on time arriving samples with enough bottles (4 bottles, calculated by 750ml per bottle) would be seen as successfully registration.

4. 比赛时间：2021 年 5 月中旬

Competition date: Mid May 2021

5. 比赛结束后，我们将尽快通过电子邮件通知到比赛结果，同时在我们的官网和微信公众号发布。WINE100 结果请关注 WINE100 官网（<http://wine100.org/>）以及官方微信

The result of TOP50 awards will be announced by email in the shortest time after competition, and in the meanwhile released on our website and WeChat. For the prizes of WINE100, please follow WINE100 WeChat or their website: <http://wine100.org/>

6. 2021 年 5 月底：德协寄送印刷品，包括证书、脖套与酒贴、榜单指南

In end of May 2021, WoG will send the following printings: certificates, hang tags and stickers, and TOP50 Guide brochures

7. 2021 年 5 月及之后：届时按照要求寄送获奖酒款 8 瓶（以 750ml 计算），用于支持德协 TOP50 市场活动。

From May to end of 2021, send WoG 8 bottles (calculated by 750ml) per TOP50 winning wine accordingly, to support our TOP50 promotional events in 2021.

任何问题请联系 For any question please contact:

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