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China TOP50 German Wine Award 2019 & WINE100 Wine Challenge 2019

ABOUT

Following the success of **China TOP50 German Wine Award (TOP50 for short)** in last 3 years, Wines of Germany China Office (WoG China for short) is going to launch TOP50 competition again in 2019, which will be partnered with **WINE100 Wine Challenge (WINE100 for short)** for the third time, one of the most influential wine competition organizers in Mainland China, aiming to further increase the award weight, credibility and overall awareness of TOP50. With the partnership with WINE100, every wine will get the opportunity to win at the same time both TOP50 Award and WINE100 Trophy (95 to 100 pts - Gold; 91 to 94 pts - Silver; or 87 to 90 pts - Bronze) at the same time. And those winning wines will also benefit from marketing events organized by WoG China and WINE100.

As the German wine market in China is expanding, we aim to recruiting about 180 different German wines for competition in 2019 (compared to 164 wines in 2018), and all recruited wines should have been already appearing in China market. In cooperation with WINE100, all wines will be blind tasted by a panel of wine professionals, which will include local and international MWs, MSs, KOLs, educators, and sommeliers. WoG China Office has also ensured that some Certified German Wine Consultants will be included as well.

About 50 wines from each price range will be selected into the 2019 Top50 Award (for details see the ‘special notes’ down here), and in addition, the highest scored 10 German Pinot Noir wines will be selected into **a new award called “China TOP10 German Pinot Noirs” (TOP10 PNs for short)**.

After the competition, WoG China will provide certain amount of TOP50 winning tags and TOP10 PNs winning tags for free, and in parallel, WINE100 will provide

certain amount of WINE100 trophy tags for free. WoG China will also print out booklets for TOP50 and TOP10 PNs, which will be sent to winners for their own use and, be used by WoG China for the whole year's promotional activities (including but not limited to the WINE100 Roadshow Master-Class stated below here). In parallel, those WINE100 trophy winners would also benefit from WINE100's promotion, and they could also choose to participate in some of the WINE100's whole year promotional activities.

***Special notes:**

1. 2019's TOP50 wines will be selected by suggested retail price range, and in the booklet the wines will be shown as well by price range (2016-2018 were all by grape varieties). WoG China will select certain amount of wines (by scores from WINE100) from each of the following suggested retail price range to form the final TOP50 awarded wines:
 - under 250 RMB
 - 250-399 RMB
 - 400-600 RMB
 - above 600 RMB
2. WoG China will bring the TOP50 & TOP10 PNs wines to hold German wine master-class during WINE100 Roadshow in Guangzhou, Nanning, Qingdao, Shenyang, Xi'an, and Beijing (no more booth free-tasting as in 2017&2018). For any winner of WINE100, you could choose to participate in WINE100 Roadshow in any city by paying for a booth by yourself.

PLEASE READ THE FOLLOWING INFO BEFORE REGISTRATING.

Requirements for registration

1. Registration fee: 0
2. Any registered wines should have been already imported in Mainland China market.
3. We accept no more than 2 wines from each producer/brand.
4. We accept no more than 8 wines from each importer.
5. For each importer, at least 50% registered wines should be lower than 400 RMB in suggested retail price.
6. Pinot Noir wines don't have to follow the No.4&5 requirements said above.
7. Importer must agree to provide 8 bottles (750ml) of each TOP50 or TOP10 PNs awarded wine to support WoG China's 2019 promotional activities. **Your application form will be considered by default to be an agreement to this.**

Schedule

1. Registration deadline: 1st April 2019. Please send the application form to Miss June Shi of WoG China, her email is: june.shi@winesofgermany.com.cn
2. Confirmation of registration: before 3rd April. A confirmation email will be sent to you from WoG China.
3. Shipment of wine samples: before 19th April. For each wine, 4 bottles of 750ml (8 bottles if 375ml, etc.) should be sent to the assigned address, which will be informed in the confirmation email. All delivery fees should be covered by the importer.
4. Competition date: 7th May 2018 to 9th May 2019
5. The result of competition will be published before 14th May 2018

Contact

Miss June Shi | Tel: +86 21 5153 2455 | Email: june.shi@winesofgermany.com.cn

2018 中国 Top50 德国葡萄酒评选

暨 2018 WINE100 葡萄酒大赛

简介

继 2016-2018 年成功举办三年 TOP50 评选之后，德国葡萄酒协会中国办公室将于 2019 年再次推出“**2019 中国 TOP50 德国葡萄酒评选 暨 2019 WINE100 葡萄酒大赛**”的评选活动。德国葡萄酒将第三次与中国最有影响力的葡萄酒比赛组织机构 **WINE100** 合作举办评选，旨在进一步提高 TOP50 德国葡萄酒的奖项分量、信誉和整体市场认知度。通过与 WINE100 的合作，每一个参与该活动的酒款都有机会同时获得**德国葡萄酒 TOP50 奖项和 WINE100 葡萄酒奖项（95-100 分为金奖、91-94 分为银奖、87-90 为铜奖）**。获奖酒将会在由 WINE100 和德国葡萄酒协会组织的后续市场推广活动中受益。

随着德国葡萄酒在中国市场的上涨，2019 年我们计划在已经进入中国市场的德国葡萄酒中招募 180 款来参加这次大赛（2018 年为 164 款）。通过与 WINE100 的合作，一组包括国内外 MS、MW、教育家、侍酒师、意见领袖在内等的专业评委团将会通过盲品的形式对参赛酒款进行打分，德国葡萄酒协会日前确认了一些德国葡萄酒认证讲师也将参与其中。

大约有 50 款来自各个价格区间的葡萄酒将会最终入选德国葡萄酒 TOP50 榜单（具体细节请见下文“特别注意”）。此外，2019 年德国葡萄酒协会中国办公室还将根据得分高低选出**全新的“2019 中国 TOP10 德国黑比诺”榜单**。

赛后，德国葡萄酒协会将为 TOP50 以及 TOP10 黑比诺的获奖酒提供一定数量的获奖标签，同样的，WINE100 也将为金、银、铜奖酒免费提供一定数量的奖项标签。此外，德国葡萄酒协会还将印刷 TOP50 得奖酒指南和 TOP10 黑比诺得奖酒指南，并寄送给各获奖单位使用，同时这两份指南也将用于德国葡萄酒协会的全年推广活动中（包括但不限于下述 6 个城市的 WINE100 路演大师班）。

同样，获得 WINE100 葡萄酒奖项者也会得到 WINE100 的宣传，并在相应的活动中受益。

特别注意：

1. 2019 年度的 TOP50 榜单将会根据价格范围进行筛选，并且 TOP50 手册也将根据价格范围排列（2016-2018 年则都是以葡萄品种来排列）。德国葡萄酒协会将在如下价格（建议零售价）区间均筛选出一定数量的最高分酒款，最终组成 2019 年度的 TOP50 榜单：
 - 250 元以内
 - 250-399 元
 - 400-600 元
 - 600 元以上
2. 德国葡萄酒协会将搜集 TOP50 获奖酒和 TOP10 黑比诺获奖酒在 WINE100 路演的 6 个城市举办得奖酒大师班，但不再设置自由品鉴台。这 6 个城市是：广州、南宁、青岛、沈阳、北京、西安。如您获得了 WINE100 金、银、铜奖等，可自行选择城市购买 WINE100 路演活动的参展摊位。

在报名前请务必阅读以下信息。

报名要求

1. 参赛免费。
2. 参赛酒款需已经进口入中国大陆市场。
3. 每个生产商或品牌最多提交 2 款葡萄酒参赛。

4. 每个进口商最多提交 8 款葡萄酒参赛。
5. 对于每个进口商，报名的酒款里，至少一半的葡萄酒的建议零售价需要在 400 元以内。
6. 德国黑比诺是例外，可以无需遵守第 4、5 两点要求。
7. TOP50 获奖酒或 TOP10 黑比诺获奖酒的进口商必须向德国葡萄酒协会提供每款获奖酒 8 瓶（750mL），用于对 2019 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。

时间安排

1. 报名截止日期：2019 年 4 月 1 日。请在此日期间将报名表填写完整并发送至德国葡萄酒协会中国办公室的史李军女士的邮箱：
june.shi@winesofgermany.com.cn
2. 我们将在 2019 年 4 月 3 日前邮件给您发送报名确认邮件。
3. 样酒寄送截止日期：2019 年 4 月 19 日。每款参赛酒请准备 4 瓶（如是 375ml，则 8 瓶，以此类推），寄送到报名确认邮件中的指定地点。所有的物流或快递费用需要由进口商自行承担。
4. 比赛日期：2019 年 5 月 7-9 日
5. 结果公布：2019 年 5 月 14 日前

联系人

史李军 | 电话：+86 21 5153 2455 | 邮箱：june.shi@winesofgermany.com.cn