



2017 Wine Luxe International Award

The New Standard of Wine Ratings in Greater China

Judging: 30th Aug - 1st Sep 2017

Venue: The W Hotel Hong Kong



bit.ly/WLIAEntry

Webpage link: www.wineluxeawards.com

Email: info@wineluxeawards.com

Online submission: <http://bit.ly/WLIAEntry>

Organiser



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ABOUT

Wine Luxe International Award 2017

Since 2008, Hong Kong is considered to be one of the most important win-hub in Asia. Until 2017, the rapidly evolving market place has been nonetheless characterize by an unlimited choice of wine & spirits and Hong Kong became the trendsetter of wine & spirits in the Greater China market. However, there are still insufficient rating references and benchmarks resulting consumer confusion.

As The Most Influential and Important Wine Magazine in Hong Kong as well as in Greater China, WINE.Luxe decided to establish a new standard of Wine Rating for Greater China Market – Wine Luxe International Award. The Goal of Wine Luxe International Award is to provide a standard of excellence to allow Greater China Wine Consumers to taste/buy with confidence wines that have been judged by a combined panel of international wine professionals to be best suited for the market and palate. With a 100 Points Rating System, consumers in the Greater China market can be easily understand and find out the most suitable wines & spirits for enjoyment as well as to pair with local

cuisines. The Wine Luxe International Award will be held in 30th Aug - 1st Sep, 2017 at W Hotel Hong Kong.

By organizing one of the benchmark Wine Awards in Greater China, participation of leading wine companies (both large and small) will also enter out Wine Award. It confirms the importance of Wine Luxe International Award to serious players in the Wine & Spirits Trade. Therefore, we have developed a core of cover 50 professional tasters who can easily hold their own with the best of their counterparts internationally.

Wine Luxe International Award is reflecting the increasing importance of the retail wine market in Greater China, as wineries internationally see it as the key measures for success, an important and unique marketing tool to develop trade and consumer awareness for wines that can deliver excellent quality at the affordable value.





WINE LUXE INTERNATIONAL AWARD

WL100 Points Rating, Medals, Trophies

Win Luxe International Award using a 100 Points Rating System (WL 100 pts) as well as to present Platinum, Gold, Silver and Bronze Medals – all wines entered are tasted by the judges as well as by one or more of the Chairman and Vice Chairman to ensure that no wine is overlooked or unfairly assessed. For a wine to win a Platinum Medal

the wine must reach a score of over 96 pts out of 100 pts; for a Gold Medal the score is between 92.5 to 95.5pts; for a Silver Medal the score is between 85 to 92 pts; for a Bronze Medal the score is between 77.5 to 84.5 pts.



(Over 96 pts)



(Ranging from 92.5 to 95.5 pts)



(Ranging from 85 to 92 pts)



(Between 77.5 and 84.5)

- Best New World White Wine
- Best Old World White Wine
- Best New World Red Wine

- Best Old World Red Wine
- Best Champagne/Sparkling Wine
- Best Dessert Wine

- Best Fortified Wine
- Best Sake
- Best Whisky & Spirit

ORGANISERS & SPONSORS

Organiser

WINE LUXE MAGAZINE

WINE.Luxe is the most influential and the leading bi-lingual monthly wine magazine in Hong Kong as well as Greater China. WINE.Luxe established in 2009 and there are totally 30,000 copies of circulation in Hong Kong and also distributed in China from 2012. It is the most renowned and the only WINE & SPIRITS proficient Free Magazine for wine commentary and promotion in Hong Kong and Greater China. WINE.Luxe is now a comprehensive wine media conglomerates including Online Magazine Platform, Wine Education Academy, Wine Event Management Services and Professional Wine Mobile Apps.



Supporting Organisations

HONG KONG SOMMELIER ASSOCIATION (GREATER CHINA)

The Hong Kong Sommelier Association was formed in September 1989 by a group of professional wine service personnel. Since the establishment, the Association has organized a series of spectacular wine related events and competitions which were all very well received. In 1998, the Association has received honourable recognition from Association de la Sommellerie Internationale ASI, and participated in their international sommelier competition in June in Vienna Austria.



HONG KONG WINE CHAMBER OF COMMERCE

The HKWCC was founded to promote and advance the efficient communications between members, to strengthen unity, friendly relationships and linkage among all companies in Hong Kong wine industries. HKWCC support the Government in strengthening Hong Kong's position as "Asian Wine Trading Hub".



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Event Schedule

22nd March 2017:

Open Entry for Wine.Luxe International Award & China Wine Challenge 2017 will open.

1st Aug 2017:

Entry deadline.

Mar - Aug 2017:

Wines Arrival to Designated Warehouse

30th Aug - 1st Sep 2017:

- Wine Luxe International Award 2017 Judging Days: Tasting by Judges at W Hotel Hong Kong
- The Awards of Wine Luxe International Awards 2017: The Wine Bible Publishing

Jan 2018 (TBC)

- Wine Luxe International Award 2017: Awards Presentation Ceremony, WINE.Luxe Grand Tasting and Gala Dinner.

WINE LUXE INTERNATIONAL AWARD:

Awards Presentation Ceremony

WINE LUXE INTERNATIONAL AWARD: THE WINE BIBLE

WINE.Luxe will also publish a Bi-lingual "Wine Luxe International Award: The Wine Bible" in both Printed Version and Mobile Apps Version to be distributed in Greater China Market. This Wine Bible will provide full information of all participated wines and spirits for the Greater China Market consumers, which will be including:

- Winery Background and History
- Wine Tasting Notes and Photos
- Producer / Distributor Contact Information
- Retail Price Information
- WL Points
- Medals and Trophies



Wine Luxe International Award's Trophy results will be announced at the Awards Presentation Ceremony. Together with the Annual grand tasting, celebrate the magnificent event with the crowd. During the Awards Presentation Ceremony, there are several specialty Awards will be presented for related parties:

Wine Luxe International Award for Wine Lovers Favourite

Over 100 wine lovers do the blind tasting and vote for their favourite wine in different categories. This fully focus on consumer base and the market trend.





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 labelled in accordance with the relevant provisions of the country of origin.

3. NUMBER OF BOTTLES TO SUBMIT PER ENTRY

Wine & Sake : Six (6) x 750 ml bottles or equivalent

Spirit : Two (2) x 700 ml bottles or equivalent

This is to ensure sufficient quantity for re-tastings / Trophy tastings / photographs and award presentation

4. IF THE SAME ITEM IS ENTERED MORE THAN ONCE

When the same wine is 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.

HOW TO ENTER

1. SUBMITTING YOUR ENTRY FORMS

• Please submit your Entry Form (by internet and/or by mail) and payment to the Wine Luxe Magazine by 10 Aug 2017 at the following address:

WINE.Luxe Magazine

Address: 1604, 16/F, Universal Trade Centre, 3-5 Arbuthnot Road, Central, Hong Kong.

Tel: (852) 3423 9600

Fax: (852) 3171 3068

Email : info@wineluxeawards.com

• For Online submission, please submit your entry form from the link below, bit.ly/WLIAEntry. Payment will be automatically connect to PayPal for default payment method. A confirmation with company code and online submission form will send it to your email.

* Incomplete Entry Forms cannot be accepted.

* Entry Forms that do not arrive by the deadline cannot be refunded or credited.

• After your entry has been accepted, you will receive an e-mail with a special entry code specific to your entry. Attach to the outer cartons (so-called "Outer Carton Label"). This label must be attached on the outside of your shipping boxes.

2. ENTRY FEE

Default Payment Settled by USD. Please refer to the currency exchange rate on payment date.

* Applications submitted 22 Mar 2017 through 30 May 2017 (11:59 p.m. Eastern Standard Time) will benefit from an early bird entry fee. For applications received 31 May 2017 through 1 Aug 2017, the entry fee will be USD\$ 250.

Wine, Spirit & Sake Entry:

Original Price per Entry - USD\$ 250

*Early Bird Offer (Before 30th May, 2017):

For 1 - 4 Entries, USD\$ 200 per entry

For 5 - 9 Entries, USD \$ 180 per entry

For 10+ entries, USD \$ 150 per entry

Beer Entry:

Original Price per Entry - USD\$ 150

*Early Bird Offer (Before 30th May, 2017):

For 1 - 4 Entries, USD\$ 120 per entry

For 5+ Entries, USD \$ 100 per entry

3. PAYMENT METHOD

1. LOCAL

For local remittance, please deposit the cash or cheque into our bank account as follows :

Bank Name: HSBC

Bank Account Name: Wine Luxe International Limited

Bank Account No.: 848-621926-001

Please email the pay-in slip to our accounts department at info@wineluxeawards.com

Alternatively, you can mail the cheque to our office as below:

Wine Luxe International

Unit 1604, 16/F., Universal Trade Centre, 3-5A Arbuthnot Road, Central Hong Kong

Attn: Event & Marketing Department

2. OVERSEAS

For international remittance, please wire transfer to our bank account as follows:

Bank Name: HSBC

Bank Address: 1 Queen's Road Central, Central, Hong Kong

Bank Account Name: Wine Luxe International Limited

Bank Account No.: 004-848-621926-001

SWIFT Code: HSBCHKHHHKH

Please email your remittance advice to our accounts department at info@wineluxeawards.com

* An additional HKD \$115 or USD \$15 should be added to cover bank charges at this end.

* Please send the copy of bank transfer form to Email: info@wineluxeawards.com

4. SENDING YOUR WINES

Wineries/ Importer/ Distributors may send your wine samples to Organiser Warehouse. Please do NOT send to Wine Luxe Office.

• Send wines via courier to arrive on or before 16 Aug 2017 to our warehouse: 4/F Block C KO FAI INDUSTRIAL BUILDING, 7 KO FAI ROAD, YAU TONG, KOWLOON, HK

• If you have a local distributor/agent, you may wish to arrange with them to deliver the wines ex-Hongkong 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 Wine Luxe Magazine.

• Please also mark on each case of wine " Wine.Luxe International Awards 2017 - SAMPLES - NO COMMERCIAL VALUE".

* Please make sure that you pay all shipping duty and taxes associated.

* Entrants that fail to send samples cannot be refunded.

* Entrants are entirely responsible for the arrival of their wines in time for the Challenge. The organizers take no responsibility for this.

By default USD Dollar for payment settle.

Number of Wines / Sake / Beer enter	Quantity	Entry Fee
		Wine/Sake/Spirit
< 1-4 entries >		@Original USD \$250 @Special Discounted \$200
< 5-9 entries >		@USD \$180
< More than 10 entries >		@USD \$150
Grand Total:		

14. PAYMENT *Please tick the appropriate box, bank transfer or cheque.

☐ BANK TRANSFER

- Bank : HSBC Hong Kong

- Account Number : 848-621926-001 (optional bank code is 004)

- Account Name : Wine Luxe International Limited

- SWIFT Code: HSBCHKHHHKH

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

* An additional HKD 115 or USD 15 should be added to cover bank charges at this end.

* Please fax a copy of bank transfer form to Fax : (852) 3171 3068

☐ CHEQUE

NO COMPANY WILL BE INVOICED - issued on request only. - Payment must be made with the entry.

• Hardcopy receipt will be sent with your results and certificates by post.



WINE ENTRY FORM

PART A (Company Information)

Please write clearly in BLOCK CAPITAL LETTERS. Entry forms must be submitted on or before 10 August 2017, Thursday and payment has to be completed. We highly recommend online submission. Online submission link: <http://bit.ly/WLIAEntry>.

1. Submitter Company Name*

2. Address*

3. Country / Postcode*

4. Telephone / FAX*

5. Email*

6. Contact Name*

Mr. / Ms. _____

7. Type of Company*

Producer / Agent / Importer / Distributor / Retailer

8. HONG KONG Agent Company Name

9. HONG KONG Agent Company Address

10. HONG KONG Agent Company Person

11. HONG KONG Agent Telephone

12. HONG KONG Agent Email

2. Full Wine Name*

3. Country of Production*

4. Region of Production*

5. Official Quality Status Classification*

6. Vintage Year / N.V.*

7. Wine Colour*

Red / White / Rose / Others

8. Wine Style*

Still / Sparkling / Fortified / Sweet

9. Champagne & Sparkling*

Extrale Brut / Brut / Demi-sec

10. Principal Grape Variety / Fruit + %*

1.	<input type="text"/>	<input type="text"/>	%
2.	<input type="text"/>	<input type="text"/>	%
3.	<input type="text"/>	<input type="text"/>	%

11. Is the wine available in Hong Kong Retail market?*

Yes / No HKD \$ _____

12. Alcohol Level %*

13. Oaking

Oaked / Unoaked _____ Month

14. Attach wine label*

15. Attach wine bottle*

The image will be used in all publication related to the competition. Please make sure you have included an image with 300 dpi. Please send the image with subject of your company name and include your wine name in email content to info@wineluxeawards.com if you are submitting paper forms.

*** Compulsory information***

PART B (Wine Form)

1. Producer Name (As appears in wine label)*



SPIRIT ENTRY FORM

PART A (Company Information)

Please write clearly in BLOCK CAPITAL LETTERS. Entry forms must be submitted on or before 10 August 2017, Thursday and payment has to be completed. We highly recommend online submission. Online submission link: <http://bit.ly/WLIAEntry>.

1. Submitter Company Name*

2. Address*

3. Country / Postcode*

4. Telephone / FAX*

5. Email*

6. Contact Name*

Mr. / Ms. _____

7. Type of Company*

Producer / Agent / Importer / Distributor / Retailer

8. HONG KONG Agent Company Name

9. HONG KONG Agent Company Address

10. HONG KONG Agent Company Person

11. HONG KONG Agent Telephone

12. HONG KONG Agent Email

2. Full Spirit Name*

3. Country of Production*

4. Region of Production*

5. Category of Spirits*

Cognac / Brandy / Gin / Rum / Vodka / Tequila / Whisky / Others _____

6. Age

7. Name of Distillery

8. Bottle size (ml)

9. Alcohol Level %

10. Sugar levels

11. Retail Price in HONG KONG

Available / Not Available

12. Attach Spirit label

13. Attach Spirit bottle image

The image will be used in all publication related to the competition. Please make sure you have included an image with 300 dpi. Please send the image with subject of your company name and include your wine name in email content to info@wineluxeawards.com if you are submitting paper forms.

*** Compulsory information***

PART B (Spirit Form)

1. Producer Name (As appears on label)*



SAKE ENTRY FORM

PART A (Company Information)

Please write clearly in BLOCK CAPITAL LETTERS. Entry forms must be submitted on or before 10 August 2017, Thursday and payment has to be completed. We highly recommend online submission. Online submission link: <http://bit.ly/WLIAEntry>.

1. Submitter Company Name 申請公司名稱*
2. Address 地址*
3. Country / Postcode 國家 / 郵政編號*
4. Telephone / FAX 聯絡電話 / 傳真*
5. Email 電郵*
6. Contact Name 聯絡人*
7. Type of Company 公司種類*
8. HONG KONG Agent Company Name 香港代理公司名稱*
9. HONG KONG Agent Company Address 香港代理公司地址*
10. HONG KONG Agent Company Person 香港代理公司聯絡人*
11. HONG KONG Agent Telephone 香港代理公司電話*
12. HONG KONG Agent Email 香港代理公司電郵*
13. Brewery/Distillery 酒藏*
14. Product Name 銘柄*

PART B (Sake Form)

清酒 ☐

1. 吟釀系*
純米大吟釀 / 大吟釀 / 純米吟釀 / 吟釀
2. 純米系*
純米 / 特別純米
3. 本釀造系*
本釀造 / 特別本釀造
4. 酒精度*
5. 精米步合*
6. 原料米*
7. 杜氏*
8. 地區*
9. 釀造年度*

10. 仕込水*
11. 日本酒度*
12. アミノ酸度*
13. 酸度*

焼酎 ☐

1. 原材料*
2. 分類*
甲類 / 乙類(本格)
3. 蒸餾方式*
4. 麴菌*
白麴菌 / 黑麴菌 / 黃麴菌
5. 酒精度*
6. 地區*
7. 釀造年度*

泡盛 ☐

1. 原料米*
2. 酒精度*
3. 地區*
4. 儲藏年數*
5. 熟成方式*

梅酒及果酒 ☐

1. 原料米*
2. 基酒類別*
3. 酒精度*
4. 糖類*
5. 仕込水*