



## The New Zealand International Wine Show 2010

Formed in 2005, the New Zealand International Wine Show is firmly established as the largest wine competition held in New Zealand each year. In 2009 over 2000 entries were received.

The judging will take place over three days from September 6<sup>th</sup>, and many of the country's most experienced senior wine judges will participate.

This year's competition will be conducted under the Chairmanship of Bob Campbell MW, New Zealand's most experienced senior wine judge and this country's leading wine educator. The senior judges involve a number of leading winemakers, several Masters of Wine and many key industry personnel. Most of the senior judges have each been involved in major wine competitions for more than a decade.

Wines from any country and made from any variety can be entered so it is vitally important the judges have the experience to match the enormous range of wines that will be submitted. The judges at the New Zealand International Wine Show have the experience; they know what is required.

The results of the judge's efforts will be presented at the Awards Dinner at Auckland's Crowne Plaza Hotel on Saturday 18<sup>th</sup> September. At this gala dinner, in addition to the announcement of the Trophies, the Gold Medals and the Nissan Champion Wine of the Show, this year's recipient of the Sir George Fistonich Medal will be revealed. Presented to a Legend of Wine in New Zealand, this prestigious award will be presented to someone who is living in New Zealand and has made a major contribution to the development and profile of New Zealand wine. The previous recipients of The George Fistonich Medal have been Bob Campbell MW (2005), Kevin Judd (2006), Terry Dunleavy MBE in 2007, Larry McKenna in 2008 and Michael Cooper in 2009. Who will it be in 2010?

**It is important for all entrants to read all of the clauses in the Conditions of Entry and to fully understand the obligations detailed in the Promotional Fees section.**

### The Champions List

Wines are entered into wine competitions to win medals. A gold, silver or bronze medal label on a bottle is unquestionably one of the easiest and most effective ways of promoting the qualities of a wine to the consumer. A medal can be used to promote a wine for the duration of that specific wine. Unlike a wine review that becomes dated or forgotten, a medal label has longevity.

The most important feature in the results from the New Zealand International Wine Show is **The Champions List**.

**The Champions List** includes all the gold medal winning wines and of course the prestigious Trophies.

All of the successful wines in **The Champions List** will benefit from nationwide exposure through newspapers, results pamphlets, tastings and emails circulated by key retailers.

A number of influential wine writers will also be invited to taste the entire range in The Champions List and subsequently the wines may feature in various publications.

Every gold medal wine will be listed with a full tasting description on the NZIWS website. Fine wine retailers will be able to access and use the descriptions and information.

## Promotional Activities

- The Awards Dinner will be held at Auckland's Crowne Plaza on Saturday 18<sup>th</sup> September.
- The entire Champions List will be available for tasting prior to the Awards Dinner.
- Opportunities will be available for wineries, corporates, importers, wine clubs etc to purchase tables at the Awards Dinner
- All of the gold medals will be presented at the Awards Dinner. In addition, each of these successful wines will be included in the audio visual presentation.
- Trophy, Gold, Silver & Bronze medal labels will be available to purchase to identify and promote the top wines.
- Tastings of selected wines in the Champions List will be held at several fine wine stores around the country.
- Full listings of all the medal winners will be displayed on [www.wineshow.co.nz](http://www.wineshow.co.nz) and on [www.nziws.co.nz](http://www.nziws.co.nz) from the 13th September. Trophy results will be listed from 19<sup>th</sup> September.
- 10,000 full colour pamphlets imaging the Trophy winners and listing all the gold medal wines will be circulated through fine wine stores nationwide.
- All the wines in the Champions List will be professionally photographed. These photos can be provided free of charge if required by wineries or agents.
- A tasting featuring the entire Champions List (all the gold medals) will be held in Auckland on Thursday 16th September. A unique competition surrounding the Trophies will be included in this tasting.

## Pick the Trophies

The public are invited to attend a tasting on September 16<sup>th</sup> featuring the entire Champions List (i.e. all the gold medal wines) to try and pick as many of the Trophies, which the judges have already chosen, at this year's competition. Everyone who selects four or more of the Trophies will be in the draw to win a cash prize of \$1000.

### Promotional Fees

These promotional fees are **only applicable to wines that win gold medals** and are automatically included in The Champions List - \$250 excl. GST per wine.

The promotional fee **applicable only to Trophy winning wines** is \$595 excl. GST per wine.

All entrants with wines included in the Champions List are required to provide free of charge for use at the Awards Dinner, The Champions List Tasting and for promotional purposes the following:

- **6 bottles of each gold medal winning wine**

Entering a wine for judging in the New Zealand International Wine Show 2010 will be accepted as automatic acceptance of the promotional fees and conditions listed above.

## Competition Stewards

There are opportunities for industry personnel or keen wine enthusiasts to steward at The New Zealand International Wine Show. Applicants need to be aware that a reasonable amount of physical activity is involved including a considerable amount of walking.

Stewards need to be on site for the entire day, 8:15 a.m. – 5:30 p.m. approximately, and duties include opening, pouring, serving and clearing of wines.

Applications are accepted on a first received basis so please complete and return the appropriate form if you are interested.

Stewards travelling from other regions – Marlborough, Hawkes Bay etc, can apply for more than one day's work.

# Competition Calendar

Closing date for entries	27th August
Closing date for receipt of wine samples	1 <sup>st</sup> September
Set Up Day	5 <sup>th</sup> September
Judging dates	6 <sup>th</sup> , 7 <sup>th</sup> , 8 <sup>th</sup> September
Wineries notification of results	10 <sup>th</sup> & 11 <sup>th</sup> September
Embargo lifted on full list of medal results	13 <sup>th</sup> September
Champions List Public Tasting - Auckland	16 <sup>th</sup> September
Awards Dinner with the announcement of the Trophy winners, the Nissan Champion Wine of the Show, The Champions List and the presentation to this year's recipient of the Sir George Fistonich Medal.	18 <sup>th</sup> September
Publication of Trophy winners and The Champions List (Sunday Star Times / NZ Herald)	26 <sup>th</sup> September

Dates and some aspects of the promotional programme may be subject to change at the discretion of the Competition Organisers.

Competition enquiries to:

Kingsley Wood – Competition Convenor

First Glass Wines & Spirits, Phone (09) 4866415, Fax (09) 4866416, Email [nziws@clear.net.nz](mailto:nziws@clear.net.nz)

**Note: Entrants will not be sent judging class labels.**

These will be applied at the competition venue by the organisers.