



2017

WINE LUXE INTERNATIONAL AWARD

Judging: 30th Aug - 1st Sep, 2017

The New Standard of Wine Ratings in Greater China

Webpage link: www.wineluxeawards.com

Email: info@wineluxeawards.com

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

Organizer



Supporting Organization



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Hong Kong Sommelier Association
Greater China 大中華全區 Since 1989

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ABOUT

WINE.LUXE INTERNATIONAL AWARDS 2017

30th Aug - 1st Sep 2017

Since 2008, Hong Kong is considered to be one of the most important wine-hub in Asia. There is over 20 million liters of wines re-export to other countries, rapidly increase 25.9% compare with 2014. Not to mention, the total import of wine is 45 million liters, which valued at HKD 7.4 Billion. This rapidly evolving market place has been nonetheless characterized by an unlimited choice of wines and Hong Kong became the trendsetter of wine & spirit 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 Awards. The Goal of Wine.Luxe International Awards 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 Awards will be held in 30th - 1st Sep 2017 at W Hotel Hong Kong.

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

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





WINE.LUXE INTERNATIONAL AWARDS

WL100 POINTS RATING, MEDALS, TROPHIES



Wine.Luxe International Awards using a 100 Points Rating System (WL 100 pts) as well as to present Gold, Silver, Bronze Medals and Seal of Approval - all wines entered are tasted by the judges as well as by one or more of the Chairman and Vice Chairmen to ensure that no wine is overlooked or unfairly assessed.

For a wine to win a Gold Medal the wine must reach a score of at least 90pts out of 100pts; for a Silver Medal the score is between 80pts and 89pts, for Bronze is 70pts to 79pts. Seal of Approval is an award below Bronze Medal but recognizes regional style and drinkability. These wines reach a score of between 60pts and 69pts.

Trophy Wines are decided after ranking the Gold Medals in the Trophy categories at the Trophy Tasting at the end of the last judging days.



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 CRAFT BEER
- BEST WHISKY & SPIRIT
- BEST ASIAN WIN
BEST BIODYNAMIC/ORGANIC WINE
BEST VALUE WINE
BEST DISCOVERY WINE
BEST OF SHOW
WINE LOVERS' FAVORITE

WINE.LUXE INTERNATIONAL AWARDS:

THE ORGANIZERS

WINE LUXE MAGAZINE



Wine.Luxe is the most influential and leading bi-lingual monthly wine magazine in Hong Kong as well as Greater China. Wine.Luxe established in 2009 and with its circulation reaches 30,000 copies monthly in Hong Kong. Its distribution has also expanded to China in 2012. It is the most renowned and the only WINE & SPIRIT 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 ORGANIZATIONS

HONG KONG SOMMELIER ASSOCIATION (GREATER CHINA)



香港專業品酒師協會
Hong Kong Sommelier Association
Greater China 大中華地區 Since 1989

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.

OFFICIAL SPONSORS

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Official Supporting Organisation



EVENT SCHEDULE

22nd March 2017:

Open Entry for Wine.Luxe International Awards & China Wine Challenge 2016 will open.

1st Aug 2017:

Entry deadline.

Mar - Aug 2017:

Wines Arrival to Designated Warehouse

30th Aug - 1st Sep 2017:

Wine.Luxe International Awards 2017 Judging Days:
Tasting by Judges at W Hotel Hong Kong

Wine.Luxe International Awards
2017 Awards Presentation Ceremony
Wine.Luxe Grand Tasting and Gala Dinner.

Wine.Luxe International Awards 2017 Awards:
The Wine Bible Publish

WINE.LUXE INTERNATIONAL AWARDS: AWARDS PRESENTATION CEREMONY

Wine.Luxe International Awards'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 INTENTIONAL AWARD FOR WINE LOVERS FAVOURITE

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



WINE.LUXE INTERNATIONAL AWARDS: THE WINE BIBLE

WINE.Luxe will also publish a Bi-lingual "WINE.Luxe International Awards: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



Announce the gold medal wines



International judges group photo



Local judges group photo(Day 1)



Kick off event with JWC Chairman Ronald Brown



Mingle with our professional judges



Asia pacific judges group photo



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
 Beer: Twelve (12) x 330 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: HSBCHKHCHK

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 Wine Luxe Warehouse. Please do NOT send to Wine Luxe Office.

- Send wines via courier to arrive on or before by 16 Aug 2017 to our warehouse: 18 Sai Ning Street, Kennedy Town.
- 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	
		Beer	Wine/Sake/Spirit
< 1-4 entries >		@Original USD \$150 @Special Discounted \$120	@Original USD \$250 @Special Discounted \$200
< 5-9 entries >		@USD \$100	@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: HSBCHKHCHK

* 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

3. Full Wine Name*

4. Country of Production*

5. Region of Production*

6. Official Quality Status Classification*

7. Vintage Year / N.V.*

8. Wine Colour*

Red / White / Rose

9. Wine Style*

Still / Sparkling / Fortified / Sweet

10. Champagne & Sparkling*

Extral Brut / Brut / Demi-sec

11. Principal Grape Variety + %*

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

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

Yes / No HKD \$ _____

13. Alcohol Level %*

14. Oaking

Oaked / Unoaked _____ Month

15. Attach wine label*

16. 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.

PART B (Wine Form)

1. Compulsory information*

2. 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

3. Full Spirit Name*

4. Country of Production*

5. Region of Production*

6. Category of Spirits*

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

7. Age

8. Name of Distillery

9. Bottle size (ml)

10. Alcohol Level %

11. Sugar levels

12. Retail Price in HONG KONG

Available / Not Available

13. Attach Spirit label

14. 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.

PART B (Spirit Form)

1. Compulsory information*

2. Producer Name (As appears on label)*



BEER 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

3. Full Beer Name*

4. Country of Production*

5. Region of Production*

6. Region of Origin*

7. Strength

<4% Abv / 4-6% Abv / 6-9% Abv / >9 Abv

8. Colour

Pale / Gold / Amber / Dark

9. Style of Beer

10. Dominant Flavor

Fruity / Nutty / Malt / Floral / Spices / Mineral / Roast Smoke / Herbal / Sweet / Others

11. Aroma

Crisp / Hop / Malt / Roast / Bitterness / Sour / Flowery / Fruity

12. Is the wine available in Hong Kong Retail market?

Yes / No HKD \$ _____

13. Attach Beer label

14. Attach Beer 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.

PART B (Beer Form)

1. Compulsory information*

2. Producer Name (As appears in beer label)*