

China TOP50 German Wine Award 2018 & WINE100 Wine Challenge 2018



About

Following the success of **China TOP50 German Wine Award (TOP50 for short)** in 2017, Wines of Germany China Office (WoG China for short) is going to launch TOP50 competition again in 2018, which will be partnered once again with **WINE100 Wine Challenge (WINE100 for short)**, 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.

In 2018, we are aiming to recruiting about 150 different German wines for competition, 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 be including Yang LV MS and Fongyee Walker MW in 2018. The highest scored 50 wines (or about 50 wines, as appropriate) will be selected by WoG China into 2018 Top50 Award, and **in parallel**, wines of enough high score will also be awarded WINE100 Trophies (Gold, Silver, or Bronze) according to WINE100 rules.

After the competition, WoG China will provide certain amount of TOP50 winning tags for free, and in parallel, WINE100 will provide certain amount of WINE100 trophy tags for free. WoG China will also print out a booklet called “Buyer’s Guide to 2018 China TOP50 German Wine Award”, which will be sent to winners for their own use and also, be used by

WoG China for the whole year's promotional activities (including but not limited to the WINE100 ROADSHOW 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 note here:** WoG China will bring the 2018 TOP50 wines to participate in WINE100 ROADSHOW in Guangzhou (June 2018), Nanjing (August) and Qingdao (August), in forms of both TOP50 master-class and TOP50 free-tasting. For those WINE100 winners but not the TOP50 winners, they could also choose to participate in WINE100 ROADSHOW by themselves (there will be more cities than Guangzhou, Nanjing and Qingdao).

Any German wine (origin, variety, sweetness ...) is welcome for the competition!

Requirements & Schedule

1. Registration fee: 0
2. **Registration deadline: 16th March 2018.** Please send the application form to Miss June Shi of WoG China, her email is: june.shi@winesofgermany.com.cn
3. Any registered wines should have been already appearing in Mainland China market.
4. We accept no more than 2 wines from each producer/brand
5. We accept no more than 12 wines from each supplier (importer, for example)
6. Your application will be confirmed by WoG China before 31st March 2018
7. For each wine, 4 bottles of 750ml (8 bottles if 375ml, and so on) should be sent to the assigned place (which will be informed in the confirmation email) before 15th April 2018.
All delivery fees should be covered by the supplier.
8. Competition date: 6th May 2018 to 8th May 2018
9. The result of competition will published before 11th May 2018
10. Each supplier agrees to provide 6 bottles (750ml) of each TOP50 winning wine to WoG China, for the use of whole year's promotional activities. **Your application form will be seen as an agreement to this.**

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2018 中国 Top50 德国葡萄酒评选

暨 2018 WINE100 葡萄酒大赛



简介

继 2017 年德国葡萄酒协会成功举办 TOP50 评选之后，德国葡萄酒协会将于 2018 年再次推出“**2018 中国 TOP50 德国葡萄酒评选 暨 2018 WINE100 葡萄酒大赛**”的评选活动。德国葡萄酒将再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。

2018 年，我们计划在已经进入中国市场的德国葡萄酒中招募 150 款来参加这次大赛。通过与 WINE100 的合作，一组包括吕杨 MS 和赵凤仪 MW 等权威人士在内的专业评委团将会通过盲品的形式对参赛酒款进行打分。得分最高的 50 款德国葡萄酒（或约 50 款——将视情况而定）将会获得德国葡萄酒 TOP50 奖项，**同时**，根据 WINE100 的评选规则，得分较高的酒款还将会相应地赢得 WINE100 的金、银、铜奖。

大赛结束后，德国葡萄酒协会将为 TOP50 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《2018 中国 TOP50 德国葡萄酒评选得奖酒指南》供各获奖单位使用，同时该指南也用于德国葡萄酒协会的全年推广活动中（包括但不限于下述三个城市的 WINE100 路演活动）。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：德国葡萄酒协会将组织 2018 的 TOP50 获奖酒参加三个城市的 WINE100 路演活动：广州（2018 年 6 月），南京（2018 年 8 月）和青岛（2018 年 8 月）。德国葡萄酒协会将在每个城市组织一场 TOP50 大师班和 TOP50 自由品鉴吧台。如您没有获得 TOP50 奖项但获得了 WINE100 金、银、铜奖，也可自行选择参加 WINE100 路演活动（会在广州、南京和青岛之外的更多城市进行）。

比赛欢迎所有类型、品种、产区的德国葡萄酒！

报名要求与活动安排

1. 参赛免费。
2. **大赛报名截止日期：2018 年 3 月 16 日。**请将填写好的注册报名表发送至德国葡萄酒协会联系人 June Shi 的邮箱：june.shi@winesofgermany.com.cn
3. 参赛酒款需已经进入中国大陆市场。
4. 每个生产商或品牌最多提交 2 款葡萄酒参赛。
5. 每个进口商最多提交 12 款葡萄酒参赛。
6. 德国葡萄酒协会将在 2018 年 3 月 31 日之前确认您的报名。
7. 进口商需要在 2018 年 4 月 15 日之前将 4 瓶样酒（每瓶 750mL；如果是每瓶酒为 375mL 则需寄送 8 瓶，以此类推）寄送到指定地址，地址将在确认邮件中另行通知。**所有的物流费用将由参赛者（如进口商）承担。**
8. 大赛日期：2018 年 5 月 6 日 - 8 日。
9. 大赛结果将在 2018 年 5 月 11 日之前公布。
10. TOP50 获奖酒的进口商必须向德国葡萄酒协会提供每款获奖酒 6 瓶（750mL），用于 2018 年中国市场各项活动。**提交大赛注册报名表即视为同意此项。**

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