

# The Announcement of the 4<sup>th</sup> Asian Wine Competition

## I . Introduction & Objectives

In order to promote the development of the Asian wine industry, enhance the popularity and market occupation ratio of different wine and production regions, and improve the contest ability in the international market, the organizing commission of the 4th Asian wine competition was established by Science and Technology Development Observatory of vitiviniculture in Asia (OIV). The 4<sup>th</sup> Asian wine Competition will be held. Experts from home and abroad are invited to assess the wine samples. Different awards will be rewarded according to wine quality. The competition will be publicized to the mass media.

## II . Aim of competition

Strengthen international exchange and cooperation, recommend high quality wine, and promote healthy development of wine industry.

## III. Organizer

**Sponsor:** International Organisation of Vine and Wine (OIV)

China Alcoholic Drinks Industry Association

China National Food Industry Association

Northwest A & F University

Organizing Committee of China (Shenzhen) Cultural Industries Fair

The Longgang District Office

**Host:** College of Enology, Northwest A & F University

Science and Technology Development Center of Wine and Viticulture in Asia,OIV

The Culture and Development Office of Longgang District Shenzhen

Shenzhen Longgang Cultural Industry Association

**co-sponsor:** Shenzhen Century Marketing and Management Co., Ltd.

Shenzhen Beach Peninsula Culture Communication Co., Ltd

## IV. Time & Venue:

April 20-22, 2010

Dapeng Peninsula Jinshuiwan vacation village, Shenzhen,Guangdong Province, China

## V . Language: Chinese & English

## VI. Regulation of competition

### 1. Who can enter

To any winery, wine wholesaler or related enterprises in Asia are qualified to take part in the competition. There is a special award for other countries and regions not part of Asia.

### 2. Requirements

- (1) You have to register and pay the registration fee, and fill out the application form. The application form can be down load from <http://www.wine.nwsuaf.edu.cn> or <http://www.tt519.com>. Please reply for confirmation: dengyali@nwsuaf.edu.cn
- (2) Samples can be wine, fruit wine, whiskey and brandy etc.
- (3) The quality of the samples should meet wine standards for China or other producing requirements.
- (4) The output or sale amount of the wine samples should not be less than 100,000 liters per year.

### 3. Dispatch & Samples

- (1) Each sample should be labeled with the brand, producing country and region.
- (2) The analysis report of the sample before bottling is required to be submitted, it should include special introductions for the sample, such as alcohol content, sugar content, total

acidity, volatile acidity, total SO<sub>2</sub> and air pressure.

- (3) At least 2 cases (12 bottles) of the sample should be provided and the volume each bottle should be more than 0.5 liters.
- (4) The samples have to be mailed to the organizing commission before April 15, 2010. Shipping expenses are to be paid by competing wine producers. Please inform the organizing commission that you have sent the samples.  
Fax: 0086-29-87091994; Email: [dengyali@nwsuaf.edu.cn](mailto:dengyali@nwsuaf.edu.cn)
- (5) The wine samples should only be used for competition, not for commercial purpose or value. The organizing commission responsible for collecting samples and selecting them according to the requirements. Those samples which did not meet the requirements specified will not be returned.

#### **4. Methods of Payment**

- (1) Company Registration fee: 1000RMB
- (2) Entry fee: 1000RMB per sample.
- (3) All the fee need to pay on spot when entering the wine competition.
- (4) The registration fee will not refund if the participants drop out.

#### **5. Samples should be delivered to**

Ms. Pei Zheng

Shenzhen Century Marketing and Management Co., Ltd.

Room 209, Nangang Commerce Mansion, 1428 Qianhai Road , Nanshan District, Shenzhen China, 518052

Tel: 0755-86254969 Fax:0755-86254919 Mobile:13823550548

### **VII. Organization of the wine tasting**

1. The samples will be classified into different groups according to the producing region and type of wine.
2. Juries will make detailed assessments to the samples in terms of the appearance, smell, tasting, sensory aspects and group characteristics.
3. Juries are invited by the organizing commission. They will be well-known wine tasting experts in the world from different fields related to the wine industry; wineries, commercial field, consumption and wine propaganda agencies. Each jury consists of 5-7 members, of which at least 2 members are Enologists. The number of international wine tasters will be determined by the numbers of wine samples.

### **VIII. Award**

1. Asia winners of the competition will be awarded prizes.
2. A special prize will be awarded to those countries and regions not part of Asia.
3. Total prizes will be no more than 30% of the total samples according to the regulation of OIV.

