



Asia Wine Trophy 2023

AWT

Information & Guidelines for Participation

www.asiawinetrophy.com

www.wine-trophy.com

Organized by

DAEJEON
Tourism Organization

DWM
deutsche wein marketing





2023 Asia Wine Trophy

Entry opens

–2023. 8. 11

Judging Period

2023. 9. 3. – 9. 6.

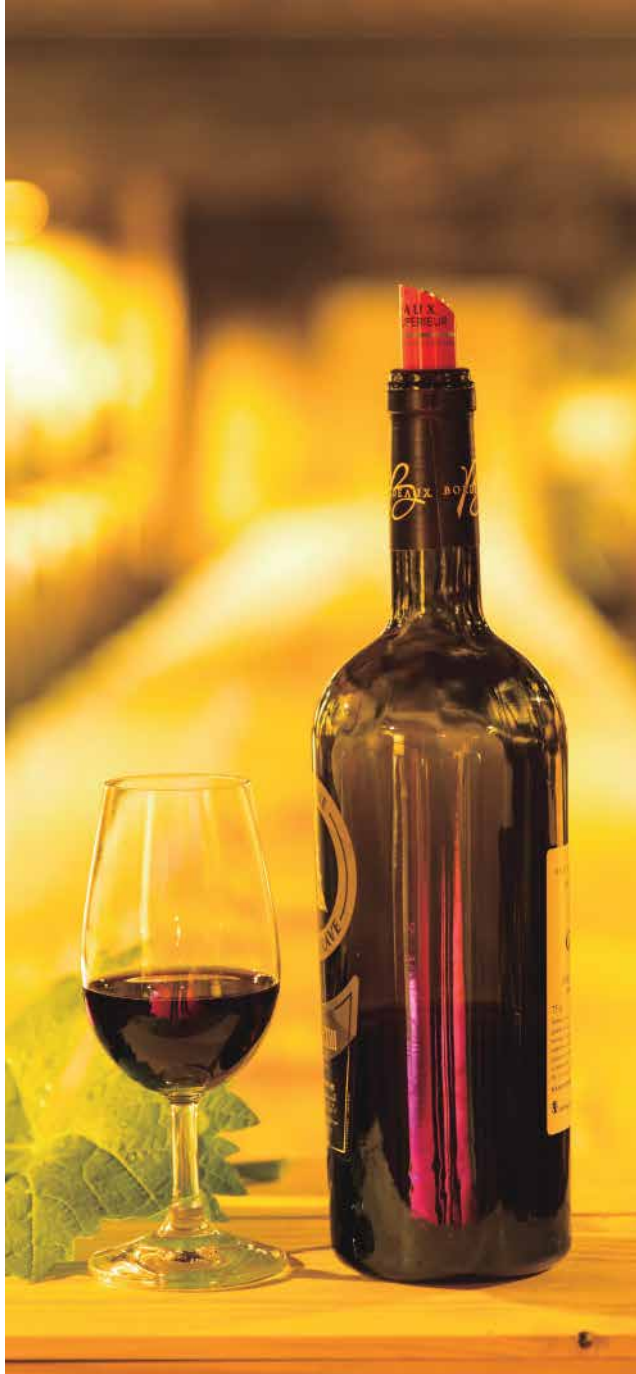
Result on website

2023. 9. 13.

Certificate Issuance

2023. 9. 20.





OIV

(Organisation Internationale de la Vigne et du Vin)

Based in Paris, France, founded in 1924, the OIV is an intergovernmental organisation of a scientific and technical nature of recognised competence for its works concerning vines, wine, winebased beverages, table grapes, raisins and other vine-based products.

As members, 46 main vine culture countries, such as Germany, France, Italy and Spain, are involved to contribute to international harmonisation of existing standards to the preparation of new international standards in order to improve the conditions for producing and marketing vine and wine products



Asia Wine Trophy

Complied with the strict rules of OIV, Asia Wine Trophy shows its reliability not only to participants but to consumers. Asia Wine Trophy also has the jury members from more than 20 countries and many of them are the foremost experts in their field, who evaluate the registered wine upon their recognized professional proficiency as tasters or oenologists.

The award-winning wine will be promoted through various channels such as tasting events, Korean media report, wine shops and Asia & Europe wine professional media as well as related websites (www.asiawinetrophy.com, www.djwinefair.com) and social media. Having the trophy logo on the bottle, the award-winning wines will have opportunities to promote their brand awareness while providing reliability to the consumer.

Asia's First and Only Wine Competition patronized by OIV

OIV grants the certified mark as an accreditation for the patronage after evaluation with its own strict rules such as limiting the number of the award-winning wine under 30% of the total, keeping the percentage of the juror who resides outside of the competition hosting country more than 50%. In this regard, Asia Wine Trophy is the first and only wine competition patronized by OIV in Asia.

Customized Competition for Asian Market

Asia Wine Trophy invites 60% of the jury from Asian countries including Korea for the purpose of reflecting Asian consumers' taste and preferences. In addition, we push forward with the active promotion for the award-winning wines to Asia's main wine consuming countries such as China, Japan, Taiwan and Thailand.

The Choice of Wine Experts

Through the jury consisting of Master and national best Sommeliers, educational personnel from the professional wine institution like WSET, oenologist and CEO of wine importing & distributing company with much interest of consumer's preference, Asia Wine Trophy provide you with the chance to discover another value of your wine.

Influential Direct Promotion

Cooperating with Korea's biggest wine event 'Daejeon International Wine Festival', Asia Wine Trophy set the best platform for performing direct promotion for the award-winning wine to potential consumers on site through AWT tasting zone as well as substantial promotion in conjunction with the German and Chinese professional wine media.

Qualification and Notice for Participating Wines

- A. The participating wine must be grape-based.
 - B. The participating wine must have an indication of the country of origin and of the place where grapes were harvested with production year and grape variety
 - C. All participating wines must be destined for sale
 - D. The participating wine must be from a homogeneous batch of at least 1,000 litres. On an exceptional basis, a reduced volume, of at least 100 litres, may be admitted upon justification of a particularly low production
 - E. All samples must be presented with labels and commercial presentation. If the product was packaged specifically for the competition, the sample shall be accompanied by explanatory documents justifying the status
- ※ Qualification and notice above is according to OIV standard for 'International Wine and Spirituous Beverages of Vitivinicultural Origin Competitions'



How to enter

Fill out and submit the application form

- 1) Access Website(www.asiawinetrophy.com) → download the application form from the Asia Wine Trophy page
- 2) Submit the application form to Asia Wine Trophy Office –
Asia Wine Trophy office : Daejeon Tourism Organization
(Exhibition Plannig & Marketing Team)
 - Fax : +82-42-250-1340
 - E-mail : djwinefair@gmail.com / joseph@djto.kr
 - ※ Application deadline : August. 11.
 - ※ Please submit the wine tasting note and introduction of wine, if available

Entry fees and Payments

- 1) Make payment within two weeks after submission of the application form
- 2) Payment is per one variety of wine.
 - Entry price : For payments in KRW : 100,000 per wine(VAT included)
 - ※ Add KRW 100,000 per wine when jointly submitting Berlin Wine Trophy
 - ※ For Participants in the Daejeon Wine Expo :
KRW 50,000 per booth(up to five) / Add KRW 100,000 per wine when jointly submitting Berlin Wine Trophy
 - Beneficiary Name : Daejeon Tourism Organization
 - Bank Name : KEB HANA BANK
 - Account Number : 622-910007-28404
 - Swift BIC code : KOEXKRSEXXX
 - ※ Cancellation after application period(Until August. 11) is not available
- 3) Free-of-charge entry is available depending on the number of charged entries A 20% discount will be applied to the total price of entry fees based upon submission of more than 14 wines

[Importer(Including producer with having a vineyard under 5 hec tares)]				
Charged entry	1~3	4~8	9~13	More than 14
Additional entry for free of charge	–	1	2	20% discount
For Winery				
Area of Vineyard(Ha)	Additional entry for free of charge(per each variety)			
5~10	1			
More than 10	2			

Wine shipping

- 1) Please, send 4 bottles per entry
- 2) Arrival deadlines and addresses for shipping wine samples

Send from	Asia and other Continents	Europe	Korea
Arrival deadline	Aug. 18. 2023	May. 31. 2023	Aug. 25. 2023
Address	Incheon International Airport Or Busan Port	DWM Am Borsigturm 1 13507 Berlin, Germany	87 Expo-ro, Yuseong-gu, Daejeon,34126 Republic of Korea (Daejeon Convention Center 2, Exhibition Marketing Team)

- ※ Detailed information regarding freight and consignee will be noticed in May
 - ※ The participant from European countries can directly send the samples to the address in Berlin above
- 3) The participant from countries of Asia and other countinents send the samples to Incheon International Airport or Busan Port

Expert Jurors and Judging

A. 110 jurors from more than 20 countries

- Master and national best sommeliers, Oenologist, Personnel from international wine educational institution and large retail store, CEO of wine importing & distributing company, Winerelevant government official, Press

B. Judging period

–Sep 3. –Sep 6. 2023

C. Venue for judging

- Daejeon Convention Center 1F

D. Judging method

- Each jury group will be consisted of 5 wine experts
- Each group tastes the wine to be scored, based on the 100-point scoring system
- The average score for each wine given by the group will be applied to the total to be awarded 'Grand Gold', 'Gold' and 'Silver' medals
- 4 sectors for Judging
 - 1) Visual – Limpidity and Aspect (10 points)
 - 2) Nose – Genuineness, Positive intensity, etc. (30 points)
 - 3) Taste – Genuineness, Positive intensity, etc. (40 points)
 - 4) Harmony – Overall Judgement (20 points)

※ The judging criteria above comply with OIV rules

Medals

A. Award-winning wines will be divided into 3 categories, 'Grand Gold', 'Gold' and 'Silver', depending on the score

Grand Gold: above 92	Gold: above 85	Silver: above 82
		

B. Despite reaching to the qualifying score, medal award may not be achieved according to the OIV rule that the number of awardwinning wines should not exceed 30% of the total registered wines

Award-winning wine Promotion

A.Direct promotion with big wine events:

Organizing the Asia Wine Trophy booth for providing information and tasting opportunity of award-winning wine to the buyers

- WEIN Messe Berlin (March / Berlin Messe, Germany)
- Daejeon International Wine Expo (Sep. 8. -10. / Daejeon Convention Center

B.Online promotion

- Daejeon International Wine EXPO Website (www.djwinefair.com)
- Asia Wine Trophy Website (www.asiawinetrophy.com)
- Daejeon International Wine EXPO and Asia Wine Trophy Facebook
- Vinehoo.com
- Sommelier Times (www.sommeliertimes.com)
- The scent

C.Publication

- Wein+Markt(Germany)
- WANDS(Japan)
- Vino-joy(China)

The results of Asia Wine Trophy 2022

Period : Aug. 21(Sun) – 28(Sun) 2022

Judges : 99 wine experts / 12 countries

Number of registered wines : 3,692 varieties
/ 34 countries

Award-winning wines : 1292 varieties / 26 countries



Total	Grand Gold	Gold	Silver
1,292	31	1,261	0

ASIA WINE TROPHY 2022



OIV patronized Sister Trophies

Along with Berlin Wine Trophy, one of the world's major 5 competitions, organized by Deutsch Wein Marketing GmBH and Portugal wine trophy, hosted in the main wine-producing country, organized by Municipality of Anadia, Asia Wine Trophy makes an effort to improve the quality, efficient operation and promotion for the competitions with regular meetings under the name of 'OIV patronized Sister Trophies'.



CONTACT

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