

January 2012

## Invitation to Vinordic Wine Challenge 2012

You are most welcome to take part in the Vinordic Wine Challenge 2012. The competition is arranged by Stockholmsmässan. All entries must be available on the market in Sweden on 1 April, 2012 at Systembolaget (retail outlets).

More than one in every three Swedes claims to be explicitly interested in wine, and half of them choose wines on the basis of curiosity rather than by tradition or habit. Swedish wine drinkers are extremely interested in new products, well informed and flexible. When deciding what wine to buy, value for money is more important than price as such, a factor that is reflected in the sales statistics. Swedish wine consumers are prepared to pay more for a good wine, provided it offers good value!

All wines being for sale in Sweden, has the possibility to participate on same conditions. The target is to find the most praiseworthy wines available in Sweden.

Vinordic Wine Challenge is Sweden's only wine competition with an EU certificate. To receive this certificate the competition must be approved by the National Food Administration and all wines must be tested blindly by a qualified jury. After the finale, all winners of the selection and final are to be exposed in our different marketing channels.

### **Selection**

The selection is done with a blind tasting with two separate juries of each five persons. The winner in each category is qualified for the final, comparative tasting. The final is also a blind tasting.

### **The award ceremony**

The award ceremony will take place on April 25 in Stockholm. Everyone who sent in entries are welcome. We will also invite the press. A separate invitation will follow.

**Welcome with your entry/-ies to participate in Vinordic Wine Challenge 2012!**

Best regards,

Stockholm International Fairs  
Daniel Fritzdorf  
Event Manager

## Information regarding the competition

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All entries must be available on the market in Sweden on 1 April, 2012, at Systembolaget (retail outlets). The price inclusive VAT/bottle has to be valid from 1 April, 2012 in a minimum quantity of 60 items at Systembolaget. Wines with incorrectly listed prices will be disqualified.

### COMPETITION CLASSES

#### Red wine

- R1. -59 SEK/bottle
- R2. 60-69 SEK/bottle
- R3. 70-79 SEK/bottle
- R4. 80-99 SEK/bottle
- R5. 100-129 SEK/bottle
- R6. 130-249 SEK/bottle
- R7. 250+ SEK/bottle

#### White wine

- V1. -59 SEK/bottle
- V2. 60-69 SEK/bottle
- V3. 70-79 SEK/bottle
- V4. 80-99 SEK/bottle
- V5. 100-129 SEK/bottle
- V6. 130-249 SEK/bottle
- V7. 250+ SEK/bottle

#### Rosé wine

- RO1. -59 SEK/bottle
- RO2. 60-79 SEK/bottle
- RO3. 80+ SEK/bottle

#### Red wine – bag-in-box

- RB1. -160 SEK/3 litres
- RB2. 170-199 SEK/3 litres
- RB3. 200+ SEK/3 litres

#### White wine – bag-in-box

- VB1. -169 SEK/3 litres
- VB2. 170-199 SEK/3 litres
- VB3. 200+ SEK/3 litres

#### Rosé wine – bag-in-box

- ROB1. - 169 SEK/3 litres
- ROB2. 170-199 SEK/3 litres
- ROB3. 200+ SEK/3 litres

#### Sparkling wine

- M1. -75 SEK/bottle
- M2. 76-100 SEK/bottle
- M3. 101-149 SEK/bottle
- M4. 150+ SEK/bottle

#### Champagne

- C1. -300 SEK/bottle
- C2. 301-400 SEK/bottle
- C3. 401-700 SEK/bottle
- C4. 701+ SEK/bottle

#### Rosé sparkling/champagne

- RMC1. -89 SEK/bottle
- RMC2. 90+ SEK/bottle

#### Sweet wine

- (NB! Not fortified)
- S1. -149 kr/bottle
- S2. 150+ kr/bottle

## JUDGING

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The wines will be tasted and judged blind within each category in accordance with the following criteria:

50-59 points	Clearly below its price
60-69 points	Below its price
70-79 points	Value for money
80-89 points	Good value for money
90-100 points	Best value for money

The wines offering 'Best value' will then be selected within each price category.

### SELECTION AND JURY

The principle behind the Vinordic Wine Challenge is to identify which wines offer the best value in relation to their price and quality. The first selection will be made by a test panel existing by two groups with the total of ten persons. These are well experienced tasters with a good reputation within the trade.

All wines will be tested blindly and individually.

### FINAL AND JURY

The wines in the final will be judged by the same score scale as above and with the price category mentioned. The final winners will be chosen by a jury consisting of eight professional tasters. They will be well-known personalities of good repute in both the beverages and restaurant trades.

After the contest, each participant has the right to take part of the jury's assessment of all its entries to the competition in Vinordic Wine Challenge. The assessment is not public and can not be appealed or be invoked by means other than listed here.

### THE WINNERS

The winner in each price category will be awarded a diploma as the "Best value"/price category. In addition an overall winner will be chosen in each product category: "Gold Trophy, Vinordic Wine Challenge 2012" as well as a silver medal winner, "Silver Trophy, Vinordic Wine Challenge 2012", and a bronze medal winner, "Bronze Trophy, Vinordic Wine Challenge 2012".

### STICKERS

Vinordic produces a digital sticker, which all winners and class winners will be entitled to use in their business after approval from the contest leadership. Please note it is not allowed to design your own sticker with the same text as the Vinordic Wine Challenge's sticker.

## Application

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### APPLICATION FORM

To enter your wine for the competition, please contact your importer in Sweden. The application with all wines must be sent digitally to us at the latest on Thursday **8 March**, 2012 from your importer. Three bottles or two boxes of each entry should be delivered free of charge to the jury at the latest on Wednesday **14 March** for the selection and final competition. Leftover bottles will be destroyed.

### PARTICIPATION FEE

Entry fee per competing wine, SEK 750 incl. VAT (SEK 600 excl. VAT). Invoice will be send to you.

### Each bottle/bag-in-box must be labelled as follows:

1. Competition class, for example R1
2. Price (incl. VAT/bottle or 3 litres)
2. Name and producer as it is shown on [www.systembolaget.se](http://www.systembolaget.se)
3. Year
4. Article No at Systembolaget
5. Swedish importer with tel. No and contact person

Please label also the box with wines with the competition class (R1 etc).

### GOODS ADDRESS – NO LATER THAN 14 MARCH, 2012

Vinordic Wine Challenge 2012  
Stockholmsmässan  
Att: Ms Ulrika Köhler  
Västra Godsmottagningen  
Mässvägen 1  
SE-125 80 Stockholm (Älvsjö)  
SWEDEN

### DELAYED ENTRIES ETC.

Entries arriving to Stockholm International Fairs later than 14 March, 2012 or with incomplete or indistinct label will not participate in the competition. These entries together with leftover entries will be destroyed.

### FURTHER INFORMATION

Questions relating to the competition will be answered by Ms Ulrika Köhler, [vinordic@stockholmsmassan.se](mailto:vinordic@stockholmsmassan.se)