

January 2017

Invitation to Vinordic Wine Challenge 2017

You are most welcome to take part in the Vinordic Wine Challenge 2017. The competition is arranged by Stockholmsmässan together with Allt om Vin magazine. All entries must be available on the market in Sweden on 1 March, 2017 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. The results will also be presented in Allt om Vin magazine.

Selection

The selection is done with a blind tasting with two separate juries of each four 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 in Stockholm in the end of May/beginning of June. Everyone who sent in entries is welcome. A separate invitation with date, time and place will follow.

Welcome with your entry/-ies to participate in Vinordic Wine Challenge 2017!

Best regards,

Stockholm International Fairs
Daniel Fritzdorf
Event Manager

Bengt-Göran Kronstam
Chairman of the jury

Information regarding the competition

All entries must be available on the market in Sweden on May 1, 2017, at Systembolaget (retail outlets). The price inclusive VAT/bottle has to be valid from May 1, 2017 in a minimum quantity of 60 items at Systembolaget. Wines with incorrectly listed prices will be disqualified.

The ecological wines must fulfill and be certified according to the EU definition of organic wine, which must be confirmed by the label and the enclosed certificate.

COMPETITION CLASSES

Red wine

- R1. - 69 SEK/bottle
- R2. 70-79 SEK/bottle
- R3. 80-99 SEK/bottle
- R4. 100-129 SEK/bottle
- R5. 130-179 SEK/bottle
- R6. 180-249 SEK/bottle
- R7. 250+ SEK/bottle

Rosé wine

- RO1. - 69 SEK/bottle
- RO2. 70-99 SEK/bottle
- RO3. 100-139 SEK/bottle
- RO4. 140+ SEK/bottle

Organic white wine

- VEKO1. - 79 SEK/bottle
- VEKO2. 80-119 SEK/bottle
- VEKO3. 120+ SEK/bottle

Rosé wine - bag-in-box

- ROB1. - 199 SEK/3 litres
- ROB2. 200+ SEK/3 litres

Sparkling wine (NB! Dry wines only)

- M1. - 89 SEK/bottle
- M2. 90-129 SEK/bottle
- M3. 130+ SEK/bottle

Rosé sparkling/champagne

- RMC1. - 99 SEK/bottle
- RMC2. 100-249 SEK/bottle
- RMC3. 250-449 SEK/bottle
- RMC4. 450+ SEK/bottle

White wine

- V1. - 69 SEK/bottle
- V2. 70-79 SEK/bottle
- V3. 80-99 SEK/bottle
- V4. 100-129 SEK/bottle
- V5. 130-199 SEK/bottle
- V6. 200+ SEK/bottle

Organic red wine

- REKO1. - 79 SEK/bottle
- REKO2. 80-119 SEK/bottle
- REKO3. 120+ SEK/bottle

Red wine - bag-in-box

- RB1. - 199 SEK/3 litres
- RB2. 200-249 SEK/3 litres
- RB3. 250+ SEK/3 litres

White wine - bag-in-box

- VB1. - 199 SEK/3 litres
- VB2. 200+ SEK/3 litres

Champagne

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

Sweet wine

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

JUDGING

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 eight 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 2017" as well as a silver medal winner, "Silver Trophy, Vinordic Wine Challenge 2017", and a bronze medal winner, "Bronze Trophy, Vinordic Wine Challenge 2017".

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

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 Monday **24 April, 2017** from your importer. **Three bottles or two boxes of each entry should be delivered free of charge to the jury at the latest on Tuesday 2 May** for the selection and final competition. Leftover bottles will be destroyed.

NB! If you have submitted your red and white wine in both competitive classes "Red Wine" and "White wine" and "Organic wine" you need to send in sample bottles for both classes, i.e. six bottles.

PARTICIPATION FEE

Entry fee per competing wine, SEK 795 (excl. VAT). Invoice will be sent 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
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 2 MAY, 2017

Vinordic Wine Challenge 2017
Stockholmsmässan
Att: Ms Ulrika Köhler
Logistikavdelningen/Godsmottagningen
Parkeringsvägen 10
SE-125 35 Älvsjö
SWEDEN

DELAYED ENTRIES ETC.

Entries arriving to Stockholmsmässan later than 2 May, 2017 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 Mr Bengt-Göran Kronstam, vinordic@stockholmsmassan.se.