

India Wine Challenge 2008



Dear Wine Producer,

Bringing Structure to the Rapidly Developing On- and Off-Trade Markets

More than 350 wines from leading vineyards around the world were tasted 'blind' in 2007 by a panel of internationally renowned judges, chaired by and organized in association with Robert Joseph, former Chairman of the International Wine Challenge London.

The two-stage judging process, open to wines of all categories, awarded 17 Gold Winners, 49 Silver Winners, 73 Bronze Winners and 61 Seals of Approval, marques of quality now gaining wide consumer recognition and driving sales. Companies can take part in either the London Stage of the competition (7th-9th October 08) or they can send their entries directly to India to take part in the Delhi Stage (11th-12th November 08).

The India Wine Challenge 2008 will once again be held before IFE India 2008, where the winning wines will be promoted, and it will be judged by top Indian sommeliers and experienced local and international tasters.

Please find enclosed your entry pack for the India Wine Challenge 2008

Entry into the India Wine Challenge 2008 costs INR (Indian Rupees) 7400 for each wine entered, and there is no limit on the number of wines entered from a winery. In addition, for every 5 paid entries companies will receive 1 additional entry free of charge. Exhibitors at IFE India 2008 will receive one complimentary entry into the India Wine Challenge 2008. For more information about IFE India 2008 please go online to www.ife-india.com.

To enter the India Wine Challenge 2008, please complete and return the enclosed Entry Form and Wine Category Sheet along with full payment. For companies entering the London Stage, please return by fax to +44 (0)20 7886 3101, email iwc@montex.co.uk or post: Bianca Fischer, 9 Manchester Square, London, W1U 3PL, UK. For companies entering the Delhi Stage, please return by fax to +91 124 423 4464, email ifeindia@interadsmontgomery.com or post: Nutan Singh, Plot No. 859, Phase V, Udyog Vihar, Gurgaon-122016, Haryana, India.

Once your entry form has been received, we will send you confirmation of your entry and confirmation of payment; we will also provide details of our official freight forwarder. Please note it does not matter whether you enter the London or the Delhi Stage, all winning wines from the London Stage will be sent on to Delhi for the final.

The deadline for wines to reach the London Stage of the India Wine Challenge 2008 is **25th September 2008** and the deadline for wines to reach the Delhi Stage of the India Wine Challenge 2008 is **1st November 2008**. To avoid disappointment, and to launch your wines into the dynamic Indian market, please return your entry forms no later than the 19th September 2008!

For more information, please do not hesitate to contact Bianca Fischer on +44 (0)20 7886 3105, or email biancarose.fischer@montex.co.uk.

Kind Regards

Bianca Fischer
Project Executive
India Wine Challenge

Robert Joseph
Chairman
India Wine Challenge

India Wine Challenge 2008



ENTRY FORM

Please complete this Entry Form, together with the wine category sheet and payment details and

fax to:

+ 44 (0)20 7886 3101

or email to:

iwc@montex.co.uk

or post to:

Bianca Fischer, 9 Manchester Square, London, W1U 3PL, UK

ATTENTION:

Please use capital letters on forms which are hand written

I am an exhibitor at **IFE India 2008** and wish to enter _____ wine(s)

I am a non-exhibitor and wish to enter _____ wine(s)

CONTACT DETAILS

Contact

Person _____

Company _____

Name _____

Address _____

City /

Country _____

Postcode _____

Tel / Fax _____

E-mail _____

Signature: _____

Date: _____

India Wine Challenge 2008



PAYMENT FORM (INTERNATIONAL)

PAYMENT MUST BE RECEIVED WITH THE ENTRY FORM

Before entering the India Wine Challenge 2008 please note:

PAYMENT MUST BE RECEIVED WITH THE ENTRY FORM.

Payment for the entry fee can be made by:

Credit card payment

Please complete the details opposite...

Telegraphic transfer

Please make telegraphic transfer payments to:

Axis Bank Limited
SCO-29, Sector-14,
Gurgaon – 122001
Haryana, India

Account Number: 056010200013855
Swift code: AXISINBB056

Cheque payment

Please make cheques payable to:
Inter Ads Montgomery India Pvt Ltd
And send to:
9 Manchester Square
London
W1U 3PL
UK

This is an official invoice by the Organiser:

Inter Ads Montgomery (India) Pvt Ltd
Plot No. 859, Phase V, Udyog Vihar, Gurgaon –
122 016, Haryana, India.
Service Tax No:AABC16300HST001
PAN No: AABC16300H

No. of Entries	_____	@ INR (Indian Rupees) 7400 = INR _____ + Indian Service Tax @12.36%
Exhibitor (1 Free Entry)	1	@ INR (Indian Rupees) 7400 = INR F.O.C
Total Cost		= INR _____ + Indian Service Tax @ 12.36%

CREDIT CARD PAYMENT:

**Please charge my credit card for the total amount
INR _____**

Card type: Mastercard / Visa / Switch (delete as appropriate)

Please be advised that we do not accept Eurocard, American Express or Diners Card.

Card holder: _____

Card number: _____

Last 3 digits on signature strip ___

(on back of credit card)

Exp. Date: __ / __

Signature: _____ **Date:** __ / __ / __



Rules for Entry

DEADLINES FOR YOUR DIARY

Forms to arrive at Montgomery International by 19th September 2008.

1. HOW TO ENTER

- **Select the wines** you wish to enter into the India Wine Challenge 2008.
- **Complete the entry forms** accompanying this Entry Kit.
- **Return the entry form** by fax: +44 (0)20 7886 3101 / email: iwc@montex.co.uk / post: 9 Manchester Square, London, W1U 3PL, UK or tel: +44 (0)20 7886 3105 for further information.
- **Full payment must be received with the entry form to confirm participation.**
 - We will send you confirmation of your entry and confirmation of payment
 - We will forward your contact details to the shipping agent who will contact you directly to arrange freight.

2. REQUIREMENTS

- Awards will only refer to a single homogeneous batch of bottled wine, originating at the time of bottling from one and the same container.
- Wines must be available in quantities of at least 1,000 litres held for the purpose of release to the market, in containers of a nominal volume not exceeding 2 litres. However, should certain categories of wine be produced in particularly small quantities, batches of wine of less than 1,000 litres may be accepted, but not of less than 100 litres.
- All wines must be labeled to show the name of the region and the geographical area of origin of the wine, in addition to the year in which the grapes used were harvested. Non-vintage wines may be given an award only if the previous point is adhered to, but in this case, no award stickers may be attached to the wine's container unless the wine is of recognised VQPRD (or its equivalent) standard or above.
- The wine must be made 100% from grapes grown in the country in which the wine is bottled, with the exception of those cases of cross regional and inter-national blends recognised by the appropriate nations.
- All wines must be sold fitted with a non-reusable sealing or closing device.

3. ENTRY FEES

- Entrants may submit as many wines as they wish. ***Exhibitors at IFE India 2008 receive the additional benefit of one entry free of charge for the India Wine Challenge 2008.***
- Payment for the entry fee can be by telegraphic transfer, cheque or credit card. Entries will not be accepted without payment in full.
- The entry fees include participation in the India Wine Challenge 2008 and certificates for participants' winning wines.
- Once the entry form is accepted, a 100% cancellation fee will apply in the event of withdrawal from the challenge.

4. NUMBER OF BOTTLES TO SUBMIT PER ENTRY

Three bottles of wine must be submitted for every entry - two bottles for tasting and one spare to allow for an out of condition sample, breakages, corkage, etc

Continued...



Rules for Entry continued

DEADLINES FOR YOUR DIARY

Forms to arrive at Montgomery International by 19th September 2008.

5. IF THE SAME WINE IS ENTERED MORE THAN ONCE

Should more than one company submit the same wine, all entrants' names will be featured equally in the report of the tasting. Fees for multiple entries cannot be refunded.

6. HOW MANY WINES WILL RECEIVE MEDALS?

A maximum of 40% of the wines will receive medals, although the judges may raise this figure in exceptional circumstances at their discretion.

7. ALCOHOL LEVEL

The alcohol level **MUST** be included since it is upon this figure that duty levels are calculated.

8. SENDING YOUR WINES

- For **local participants (i.e. participants in India)**, your wines must be delivered directly to RE Rogers (official freight forwarder for IFE India 2008 and also India Wine Challenge 2008) and marked **India Wine Challenge 2008**. Boxes containing your wines must be clearly labelled as follows: **Your Company Name, The India Wine Challenge 2008 and the case number (e.g. 2/3)**.
- For **overseas participants**, if you are sending your wines to the Delhi Stage please send your wines via the **official** freight forwarder (RE Rogers), details of which are:

R.E. Rogers India Pvt. Ltd.

Contact person: Mr.Lekh Raj Thakur,
Address: 1, Commercial Complex,
Pocket H & J Sarita Vihar,
New Delhi-110 076. India.

Phone: +91-11-26949801/02

E-mail: thakur@rogersworldwideindia.com

- If you have a local distributor/agent, you may wish to arrange with them to deliver the wines (ex-stock). Please indicate your local Indian agent on the entry form.
- For **overseas participants**, if you are sending your wines to the London Stage, please send your wines to arrive at Sensible Wine Services Ltd, Unit 7- Underlyn Farm, Underlyn Lane, Marden, Kent, TN12 9BQ, no later than 26th September 2008 and clearly marked India Wine Challenge.
- **Exhibitors at IFE India 2008 must send India Wine Challenge 2008 entries in separate consignments from those intended to be used as samples for the exhibition.**
- On receipt of your Entry form, you will be sent more detailed shipping information and instructions.

NOTE: All duty, carriage, clearance, storage charges and taxes payable on wines must be pre-paid for by the submitter. Failure to pay these duties will result in your wines not being entered. We regret that late arrivals may not be accepted and neither credits nor refunds will be issued if the forms or wines fail to arrive on time. Entrants are entirely responsible for the arrival of their wines in time for the India Wine Challenge 2008. The organisers can take no responsibility for this.

9. USE OF THE INDIAN WINE CHALLENGE LOGO

Stickers and bromides of the India Wine Challenge logo, medals and trophies are available to Award winners. The India Wine Challenge logo remains the property of the India Wine Challenge and any unauthorised use, reproduction or alteration of the logo, trophies and medals is strictly prohibited. Should any trophy or medal be used for promotional purposes (i.e. on printed material or on TV/radio/internet advertising), the award must be attributed to the India Wine Challenge.

10. AWARDS

Please note that the judges may, at their discretion, either not award trophies in certain categories or they may create trophies in recognition of outstanding wines.

India Wine Challenge 2008



Wine Categories

Please choose the category in which you would like your wine to be tasted, noting that some categories such as BOR (Bordeaux) are regional, while others such as CAM (Cabernet and/ or Merlot) are international. In other words, a wine entered as a BOR will be tasted against other Bordeaux, while one entered as a CAM will be judged against Cabernet and/or Merlot-based wines from throughout the world. We will create new categories and amalgamate existing ones where appropriate. Every care will be taken to ensure that wines are tasted against similar entries.

If you are in any doubt which category to choose, please pick one of the 'other' categories (OWS etc) and leave categorisation to us, or contact us for advice.

WHITE	(NATIONAL CATEGORIES)		INTERNATIONAL
ALS	Alsace (sweet and dry)	BOT	Botrytis-Affected
BOS	White Bordeaux (sweet)	CHA	Chardonnay
BOW	White Bordeaux (dry)	CHE	Chenin Blanc
BUW	White Burgundy	DSE	Demi-sec
GER	German (sweet and dry)	GEW	Gewurztraminer
ITW	Italian White (dry)	LH	Late Harvest
LOI	White Loire	PBG	Pinot Blanc and Grls
RHW	White Rhone	MUS	Muscat (dry)
PW	White Portuguese (dry)	SMU	Sweet Muscat (unfortified)
SW	White Spanish (dry)	RIE	Riesling
SWW	South West French White	SEM	Semillon
TOK	Tokaji	SPW	Spicy White (e.g. Viognier, Marsanne)
OWS	Other National White Styles (not listed above)	SAV	Savignon Blanc

SPARKLING	(NATIONAL CATEGORIES)	ROSE	INTERNATIONAL
AST	Asti Spumante / Moscat	PRO	Provence Rose
CAV	Cava	WZ	White Zinfandel
CH	Champagne (dry and sweet)	ODR	Other Dry Rose
CHR	Rose Champagne (dry and sweet)	OMR	Other Sweet Medium Rose
RSP	Sparkling Red		
SPK	Sparkling White (dry)		
SPM	Sparkling Wine (sweet)		
SPR	Sparkling Rose (sweet and dry)		
OSP	Other Sparkling Wines (all styles)		

RED	(NATIONAL & INTERNATIONAL)		(NATIONAL & INTERNATIONAL)
BJ	Beaujolais	BAR	Barbera
BOR	Bordeaux	CAM	Cabernet and/or Merlot
BUR	Burgundy	GSM	Grenache and/or Syrah and/or Mourvedre
OIT	Other Italian Styles	TR	Italian Varieties
OSP	Other Spanish Styles	LR	Light, fruity red
RHO	Rhone	MAL	Malbec
RIP	Ripasso (Valpolicella etc)	NEB	Nebbiolo
RL	Red Loire	ORB	Other Red Blends
PR	Portuguese Red	PNO	Pinot Noir
TEM	Tempranillo-based Spanish Wine	PTG	Pinotage
SWR	South West French Red	SAN	Sangiovese
ORS	Other National Red Styles (not listed above)	SPY	Cabernet / Shiraz etc
		ZIN	Zinfandel
		OSR	Other International Red Styles (not listed above)

FORTIFIED		OTHER	
FMU	Fortified Muscat	OGW	Organic White
MAD	Madeira	OGR	Organic Red
POR	Port	Med	Mead Wine
SGE	Sherry	FW	Fruit Wine
RSP	OFW Other Fortified Wine		

India Wine Challenge 2008



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COMPANY:

CONTACT PERSON:

TEL:

FAX:

EMAIL:

Please photocopy this form if you run out of space

Wine Category			
Wine Colour R=Red · W=White · Ro=Rose			
Vintage or NV			
Prefix Chateau de... Domaine de... Quinta da...etc			
Wine Name / Brand <i>This line will be printed on the certificate</i>			
Quality Reserve, Gran Reserva, Vendange, Tardive			
Producer <i>The line will be printed on the certificate</i>			
Sub Region			
Region			
Country			
Indian Agent			
Asian Agent			
Official Quality AOC / DOC / DOCG etc			
Ex Cellar Price (75cl bottle)			
Cases Produced			
Cases Export			
Alcohol Level			
Principal Three Grapes			