



SIWC 2011 Enhance the position of your Treasure



The Shanghai International Wine Challenge 2011

Share your pride and win recognition from wine connoisseurs

5 – 7 September, 2011
Waigaoqiao International Exhibition &
Trading Center of Wine & Beverage



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SIWC 2011 ~ Enhance the position of your Treasure

FOREWORD

In recent years, wine consumption increased at an amazing rate in this 13 billion people huge market - China. Indicating that consumers have great interest in drinking wine. The local production volume has been unable to fulfill the own's demand. Almost all wine-producing countries were eyeing on China wine market. SIWC provides an excellent platform to help your brand outstanding and become one of the choice of China's wine lovers.

SIWC2011 is the only wine challenge that fully supported by the governmental organizations, and will become the most influence wine challenge in China

This is the place that you can't afford to miss!





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Organizing Committee

Supervised by

Shanghai Composite Bonded Area Administrative Committee
Shanghai Pudong Alcohol Monopoly Bureau

Organizers

CCPIT Shanghai Pudong Sub-Council
Shanghai Waigaoqiao International Trade Operating Center Co. Ltd.
Waigaoqiao International Exhibition & Trading Center of Wine & Beverage
Shanghai Pudong International Exhibition Corp.
Shanghai Huayu Exhibition Service Co. Ltd.

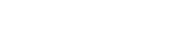
Co-organizer

Animate Company Limited

Supported by



香港葡萄酒學院
HKWI





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Professional Venue ~ Waigaoqiao International Exhibition & Trading Center of Wine & Beverage (hereinafter referred to as the wine center)

Co-founded by China Council for the Promotion of International Trade (CCPIT) and Shanghai Pudong New Area Government, covering 120,000 m². China International Commodity Center (CICC) boasts as the solo national trade platform combining the function of bonded exhibition, trading and service. China International Exhibition and Trading Center of Wine & Beverage, jointly established by the government of Shanghai Waigaoqiao Free Trade Zone and Shanghai Waigaoqiao Modern Service Trade Development Co. Ltd., is located in CICC.

The Wine Center was founded in November 2008, and now it is Shanghai's solely one stop center of display and trade integration in the international wine products, with full government support from Waigaoqiao Free Trade Zone . The wine center provides import and export of wine, warehousing, logistics, company registration, consulting



and other services, especially to assisting and facilitating those foreign companies outside the door to establish doing business and sharing the huge markets in China. Foreign wine enterprises can enter the Chinese market, through this effective platform , and bring their products to the Chinese market. Those companies selecting Free Trade Zone as a place to showcase products, only need to pay an annual rental fee of wine cooler, you can put products on display at the wine center of the exhibition hall, without paying high taxes in advance. Settled in the wine center, merchants can also be benefited from the special and preferential policies offered by the Government in both examination of documents, inspection of goods, speedy customs clearance service to achieve priority acceptance as well as quick release of goods.



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Rules for Entry

Deadlines for wines entered

- The deadline for entry is **10th August, 2011**.
- Wines must be arrived at SIWC official warehouse between **1st and 18th August 2011**. Late arrival samples will charge the extra fee for 20 euro per bottle.

Standard for entry

- 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 recognized 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 recognized by its origin wine law.
- All wines sampled must be sold fitted with a non-reusable sealing or closing device.
- Unfinished samples will not be judged by the International Shanghai Wine Challenge.

Steps to enter

1. Select the category that fit your wine(s)
2. Choose as many as you want to enter into the SIWC 2011
3. Complete Entry Form and Wine Entry Sheet online along with full payment, printed forms can be return by fax to +8621-5058 2115, or email to carrie@wineshanghai.com, or post to: Rm.705, No.135 Dong Fang Road, Shanghai, 200120 China. Remember to email the wine photo to us (1 : 1 scale, both front and back label, 300 dpi in tiff / eps / jpg format)
4. Full payment before deadline, each specification wine is EURO100
5. Receive e-mail confirmation of entry from the organizing committee
6. Send wine(s) to the SIWC official warehouse before deadline.



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Global Entry Fee

EURO 100 for each wine entry

For **overseas participants**, send your wines via the couriers like the DHL, Fedex, TNT and other international express delivery service companies; this process is simple as they have their own customs clearance department. If you have a local distributor/agent, you may authorize them to deliver the wines to us. Please indicate your local Chinese agent on the entry form.

Each wine sample must put the label with note as: **Sample Only, Not For Sale**. And the outside of the cases must mark as: **SIWC 2011**.

Consignee and Official Warehouse Information:

Ms. Wanny ZHANG

Shanghai Waigaoqiao Modern Service Trade Development Co., Ltd.

Add : 4th Floor, No. 460, Fute Rd (N), Waigaoqiao Free Trade Zone, Shanghai, China 200131

Tel: +86-21-5868 0888 Fax: +86-21-5868 2706

Email: zhangwan@swms.com.cn

If you have any question on the samples sending, please contact us.

Note: The cost for freight, delivery, tax and customs clearance fee must pre-paid by the submitter. Failure to pay these fees will result in your wines not being entered. Entrants are entirely responsible for the arrival of their wines in time for the Challenge.

Number of bottles to submit per entry

THREE bottles (750ml/bottle) of wine must be submitted for every entry

- TWO bottles for tasting and ONE spare to allow for an out of condition sample..

If the same wine is entered more than once

When the same wine is being submitted by more than one company, all entrants' names will be featured equally in the report of the tasting. Fees for multiple entries will not be refunded.



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Use of the SIWC logo

The SIWC logo, medals and trophies are available to Award winners only. Any unauthorized use, reproduction or alteration of the logo, trophies and medals is strictly prohibited.

Awards

The judges may, at their discretion, not award medals or trophies in certain categories or they may create awards in recognition of outstanding wines. Every wine submitted is organized and numbered by the organizer.

- All bottles of wine are covered with opaque bags.
- Wines are poured to ensure similar wines are tasted together.
- Translated to the classic 100-point scale used by most wine industry publications, any wine with a score of 83 points or better will make it to the Medal Category.
- The average score given by the board determines the color of the medal awarded to each wine.
- If two or more board members decide a wine does not deserve a medal, the wine is eliminated.

Translation of Medal Category into the 100-point scale

- **Gold: 91+ points**
- **Silver: 87-90 points**
- **Bronze: 83-86 points**



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Enter the Challenge

Please filled the entry form and return to us with payment slip, by fax to +86-21-5058 2115, or email to carrie@wineshanghai.com, or post to: 7th Floor, 135 Dongfang Rd., Shanghai, China 200120.

Wine Category Codes

Please choose the category which you would like your wine to be tasted. Wines entered in the wrong category will be moved to the correct category by the Committee. Additional categories may be created by the Committee if necessary.

If you are in any doubt which category to choose, please leave categorization to us, or contact us for advice.

The table below indicate the range of sweetness based on residual sugar to determine “Dry” vs “Medium Dry, etc.

| Range of Sweetness based on Residual Sugar (Note : in grams per liter) | |
|---|--|
| Dry | less than 6 grams (except Rieslings, less than 10 grams) |
| Medium Dry | 6 - 14.9 grams (except Riesling which is 10 grams to 14.9 gram) |
| Medium Sweet | 15 - 49 grams |
| Sweet | 50 grams and higher |

2010 Awards List

Please visit our website <http://www.esiwc.com/awardslist.shtml>



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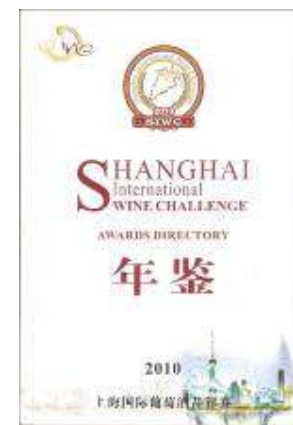


SIWC Awards Directory

SIWC Awards Directory will be published 10,000 copies within 3 weeks after the challenge date. Which includes the full awards list and valued information and distribute to the wine associations, wine wholesale traders, wine importers, wine shops, 4-5 stars hotels, restaurants, and membership clubs free of charge throughout People's Republic of China. The aim is to enhance your exposure to consumers.

Each awarded wine can be print on one free run-of-page space (size : 145mm x 210mm). The content includes the picture of wine, award category, name of wine, entrant's contact information and agent's contact information

Advertisement for SIWC entrant, wine related firms are welcome to order. One run-of-page only cost at EURO 150 for SIWC entrant, EURO 230 for non SIWC entrant. Please order on the entry form and provide the material in ai / eps. / pdf. file before deadline (apply on the entry form). For any enquiry, please contact us at carrie@wineshanghai.com.



NEW ~ SIWC 2011 will promote your wine through mobile app. (Both iphone and android versions). Not only the picture of wine, name of wine, entrant's contact information and agent's contact information, but also the suggested retail price will be included in the apps. All wine lovers can download app for their reference of wine choice. (apply on the entry form) For any enquiry, please contact us at carrie@wineshanghai.com



Awards Dinner

SIWC 2011 awards ceremony will lunch 2011 Trophy and Gold Medal winners. These awarded wine will be served during the dinner and it's a chance for you to taste ahead.

This dinner offers wonderful entertainment and networking opportunities, making this an event not to be missed!

To make reservation at SIWC 2011 Awards Dinner, please email to baowenjing@pcoic.org.cn



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Contact Us

The Organizer Committee

CCPIT Shanghai Pudong Sub-council

Ms. Catherine BAO Address : 7th Floor, 135 Dongfang Rd., Shanghai, China 200120
Email : baowenjing@pcoic.org.cn Tel. : +86-21-5081 4075 Fax. : +86-21-5058 2115

Shanghai Waigaoqiao Modern Service Trade Development Co., Ltd

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Email : zhangwan@swms.com.cn Tel. : +86-21-5868 0888 Fax. : +86-21-5868 2706

Shanghai Huayu Exhibition Service Co., Ltd.

Mr. David XUAN Address : Room 908, No.45-49 East Huaihai Road, Shanghai 200021 China
Email : siwc@wineshanghai.com Tel. : +86-21-3126 3591 Fax. : +86-21-3126 3592

Animate Company Limited

Ms. Carrie POON
Email : carrie@wineshanghai.com Tel. : +852-6751 9984 Fax. : +86-21-5058 2115

Deadline for wine entry : 10th August, 2011