



## The New Zealand International Wine Show 2021

Formed in 2005, the New Zealand International Wine Show is firmly established as the largest wine competition held in New Zealand each year. At last year's show 304 gold medals were awarded from over 1,900 entries.

The judging will take place over three days from **Monday 13th September 2021**, and many of the country's most experienced senior wine judges will participate. This year's competition will be conducted under the Chairmanship of Bob Campbell MW, New Zealand's most experienced senior wine judge and this country's leading wine educator. The senior judges involve a number of leading winemakers, several Masters of Wine and many key industry personnel. Most of the senior judges have each been involved in major wine competitions for more than a decade.

Wines from any country and made from any grape variety can be entered so it is vitally important the judges have the experience to match the enormous range of wines that will be submitted. The judges at the New Zealand International Wine Show have the experience; they know what is required.

The results of the judge's efforts will be presented at the Awards Function – date & venue TBC. In addition to the announcement of the Trophies, the Gold Medals and the Champion Wine of the Show, this year's recipient of the Sir George Fistonich Medal will be revealed. Presented to a Legend of Wine in New Zealand, this prestigious award will be presented to someone who is living in New Zealand and has made a major contribution to the development and profile of New Zealand wine.

The previous recipients of The Sir George Fistonich Medal have been Bob Campbell MW in 2005, Kevin Judd in 2006, Terry Dunleavy MBE in 2007, Larry McKenna in 2008, Michael Cooper in 2009, Kate Radburn in 2010, Alan Brady in 2011, Vic Williams in 2012, Peter & Joe Babich in 2013, Steve Smith MW in 2014, Clive Weston in 2015, Richard Riddiford in 2016, Raymond Chan in 2017, Tim & Judy Finn in 2018, The Brajkovich Family in 2019, James & Annie Milton for 2020.

**It is important for all entrants to read all of the clauses in the Conditions of Entry and to fully understand the obligations detailed in the Promotional Fees section.**

### The Champions List

Wines are entered into wine competitions to win medals. A gold, silver or bronze medal label on a bottle is unquestionably one of the easiest and most effective ways of promoting the qualities of a wine to the consumer. A medal can be used to promote a wine for the duration of that specific wine. Unlike a wine review that becomes dated or forgotten, a medal label has longevity.

The most important feature in the results from the New Zealand International Wine Show is **The Champions List**. **The Champions List** includes all the gold medal winning wines and of course the prestigious Trophies.

All of the successful wines in **The Champions List** will benefit from nationwide exposure through newspapers, web results, tastings and emails circulated by key retailers.

A number of influential wine writers will also be invited to taste the entire range in The Champions List and subsequently the wines may feature in various publications. **Every gold medal wine will be listed on the NZIWS website [www.nzivs.co.nz](http://www.nzivs.co.nz) and Trophy winners will be photographed with tasting notes.** Fine wine retailers and entrants will be able to access and use the photographs and descriptions.

## Promotional Activities

- The Awards Function will be held in Auckland – date & venue to be confirmed
- The entire Champions List will be available for tasting prior to the Awards Presentation.
- Trophy, Double Gold, Gold, Silver & Bronze medal labels will be available to purchase to identify and promote the top wines.
- Full listings of all the medal winners will be displayed on [www.nziws.co.nz](http://www.nziws.co.nz)
- All the Trophy winning wines will be professionally photographed. These photos can be provided free of charge if required by wineries or agents.
- A public tasting featuring the entire Champions List (all the gold medals) will be held in Auckland.
- A further tasting of selected Trophy & Gold Medal wines will be held in Auckland & Christchurch in November.

### Promotional Fees

These promotional fees are **only applicable to wines that win gold medals** and are automatically included in The Champions List - \$NZ250 plus GST per wine.

The promotional fee **applicable only to Trophy winning wines** is \$NZ595 plus GST per wine.

All entrants with wines included in the Champions List are required to provide free of charge for use at the Awards Function, The Champions List Tastings and for promotional purposes the following:

- **6 bottles of each gold medal winning wine**
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***Entering a wine for judging in the New Zealand International Wine Show 2021 will be accepted as automatic acceptance of the promotional fees and conditions listed above.***

## Competition Stewards

There are opportunities for industry personnel or keen wine enthusiasts to steward at The New Zealand International Wine Show.

Applicants need to be aware that a reasonable amount of physical activity is involved including a considerable amount of walking.

Stewards need to be on site for the entire day, **8:15 a.m. – 5:30 p.m.** approximately, and duties include opening, pouring, serving and clearing of wines.

Applications are accepted on a first received basis so please complete and return the appropriate form if you are interested.

# Competition Calendar

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| Closing date for entries  | 27 <sup>th</sup> August   |
| Closing date for receipt of wine samples  | 8 <sup>th</sup> September   |
| Set Up Day  | 12 <sup>th</sup> September  |
| Judging dates   | 13 <sup>th</sup> , 14 <sup>th</sup> , 15 <sup>th</sup><br>September |
| Wineries notification of results  | 17 <sup>th</sup> , 18 <sup>th</sup> September                       |
| Embargo lifted on full list of medal results  | 20 <sup>th</sup> September  |
| <b>Champions List Public Tastings</b>   |   |
| - Auckland  | October   |
| - Christchurch  | November  |
| Awards Dinner with the announcement of the Trophy winners, the Champion Wine of the Show, The Champions List. | TBC   |
| Trophy results available online   | TBC   |

Dates and some aspects of the promotional programme may be subject to change at the discretion of the Competition Organisers.

Competition enquiries to:

## Kingsley Wood – Competition Convenor

Phone: +64 9 4866415, Fax: +64 9 4866416,

Email: [wineshow@nziws.co.nz](mailto:wineshow@nziws.co.nz)

### **Note: Entrants will not be sent judging class labels.**

These will be applied at the competition venue by the organisers.

**Please send wine samples to**  
NZ International Wine Show  
22 Northcroft St, Takapuna  
Auckland, New Zealand 0622

*For companies sending wine from overseas, please mark cartons  
clearly with "Wine Judging Samples".*

*The sender is responsible for any import charges / customs fees.*

*Final day for receipt of samples is Wed 8th September 2021*