



## The New Zealand International Wine Show 2020

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 291 gold medals were awarded from over 2,000 entries.

The judging will take place over three days from **Monday 21<sup>st</sup> September 2020**, 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.

***A change has been made to the Awards Dinner previously scheduled to be held on Saturday 24<sup>th</sup> October due to the uncertainty surrounding Covid 19.*** This will be rescheduled to an Awards Event, date to be confirmed, and details will be advised on our website once finalised. The results of the judge's efforts will be presented at the Awards Event.

**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.nziws.co.nz](http://www.nziws.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

- An Awards Event will be held in Auckland – these details are still to be confirmed due to the uncertainty around Covid 19, and will be advised on our website once finalised.
- 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) from the 28<sup>th</sup> September. Trophy results will be listed from 2<sup>nd</sup> November.
- 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 on Wednesday 21<sup>st</sup> October. Two further tastings of selected Trophy & Gold Medal wines will be held in 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 Dinner, The Champions List Tastings and for promotional purposes the following:

- **6 bottles of each gold medal winning wine**

Entering a wine for judging in the New Zealand International Wine Show 2020 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

<b>Closing date for entries</b>	<b>4<sup>th</sup> September</b>
<b>Closing date for receipt of wine samples</b>	<b>16<sup>th</sup> September</b>
<b>Set Up Day</b>	<b>20<sup>th</sup> September</b>
<b>Judging dates</b>	<b>21<sup>st</sup>, 22<sup>nd</sup> &amp; 23<sup>rd</sup> September</b>

NEW ZEALAND INTERNATIONAL WINE SHOW

P O BOX 33292, TAKAPUNA, AUCKLAND

TEL +64 9 4866415, FAX +64 9 4866416, [wineshow@nziws.nz](mailto:wineshow@nziws.nz), [www.nziws.co.nz](http://www.nziws.co.nz), Fb: [NZIWS](#)

<b>Wineries notification of results</b>	<b>25<sup>th</sup>, 26<sup>th</sup> September</b>
<b>Embargo lifted on full list of medal results</b>	<b>28<sup>th</sup> September</b>
<b>Champions List Public Tastings</b>	
- Auckland	21 <sup>st</sup> October
- Christchurch	November
<b>Awards Event – changing due to Covid 19</b>	
<b>Details to be advised</b>	
<b>Trophy results available online</b>	<b>To be advised</b>

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 16th September 2020*

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