



[decanterasiawineawards.com](http://decanterasiawineawards.com)

INFORMATION PACK

Photo courtesy of Castello Banfi

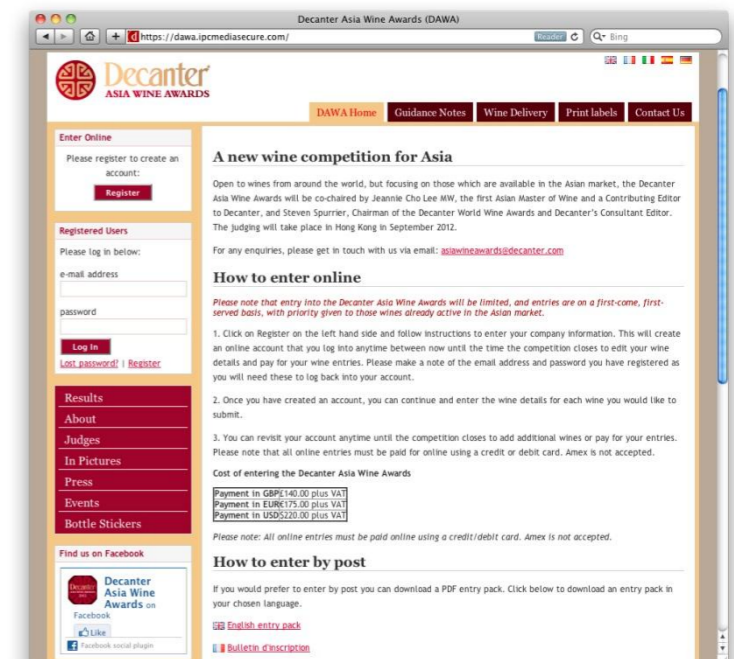
# ABOUT THE DECANTER ASIA WINE AWARDS

Launched in May 2012, the **Decanter Asia Wine Awards** is open to wines from around the world, but focuses on the Asian market.

The competition will be co-chaired by Jeannie Cho Lee MW, the first Asian Master of Wine and a Contributing Editor to Decanter, and Steven Spurrier, Chairman of the Decanter World Wine Awards and Decanter's Consultant Editor.

The judging will take place in Hong Kong in September 2012.

**DecanterChina.com**, a bilingual Chinese/English website to be launched in Autumn 2012, will be the home of the Decanter Asia Wine Awards.



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## DECANTER ASIA WINE AWARDS JUDGES

The Decanter Asia Wine Awards will be judged by the world's and Asia's leading experts.

**DAWA Co-Chairs:**

Jeannie Cho Lee MW and Steven Spurrier

**DAWA Vice-Chairs:**

Gerard Basset MS MW, Ch'ng Poh Tiong, Michael Hill-Smith MW, Shinya Tasaki, and Andrew Jefford.

**DAWA Judges (more to be confirmed):**

Martin Hao (China), Ignatius Chan (Singapore), Lu Yang (China), Yvonne Cheung (Hong Kong), Marcus Ford (China), Paulo Pong (Hong Kong), Kwang-Pyo Eun (Korea)



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## ENTERING THE DAWA WINE COMPETITION

### Promote your wines to Asian consumers

The Decanter Asia Wine Awards can be entered online or by posted entry form. Online entry and downloadable PDF entry forms are available at [www.decanterasiawineawards.com](http://www.decanterasiawineawards.com).

**Deadline for entries: 19 July 2012**

All entries must be received at Decanter's office in London or via the online entry system by this date.

**Deadline for entries: 1 August 2012**

All wine samples (4 bottles per entry) must be received at Decanter's warehouse in Hong Kong by this date.

### Cost per wine entry

• Price in GBP£ per entry	£140 + VAT (20%)
• Price in EUR€ per entry	€175+ VAT (20%)
• Price in USD\$ per entry	\$220+ VAT (20%)

For more information on entering the Decanter Asia Wine Awards, please contact Christine Campbell ([christine\\_campbell@decanter.com](mailto:christine_campbell@decanter.com)).

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## WHY ENTER THE DAWA?

~ **Increase sales & reputation in Asia – the world's fastest growing wine market**

Sales of wine across Asia are increasing every year as consumers gain knowledge and interest in wine. The Decanter Asia Wine Awards (DAWA) will provide a comprehensive list of recommendations judged by Asian palates for Asian consumers.

~ **Receive endorsement by top Asian palates working with world-renowned wine media brand Decanter**

Decanter is the world's number one wine media brand and its international and Asian consumer reach is unrivalled.

~ **Reach a daily audience of Chinese wine lovers through DecanterChina.com**

DecanterChina.com, which will be dedicated exclusively to the Chinese wine lover. DecanterChina.com will be the home of the Decanter Asia Wine Awards and will be the platform for all the results, judging reports and news about the competition.

~ **Showcase your winning wine in Decanter Asia Wine Awards tastings throughout Asia**

Decanter will be promoting the DAWA winners wines in trade and consumer tastings throughout Asia, as well as working with media and promotional partners to ensure that the winning wines are exposed to a wide consumer audience across the continent.

## POST-RESULTS PROMOTION

The Decanter Asia Wine Awards will be partnering with **Enomatic**, the worldwide leader of wine serving technology.

The DAWA winners will be shown in leading wine establishments across Asia.

*Confirmed venues include:*

- Pudao Wines, **Shanghai & Beijing, China**
- The Glamour Bar, **Shanghai, China**
- The House of Roosevelt, **Shanghai, China**
- The Kerry Hotel, **Shanghai, China**
- Modo Restaurant, **Beijing, China**
- Di Ruo Wine, **Guangdong, China**
- Asosa Coffee, **Yunan, China**
- Sky Lounge, Sheraton Hotel, **Hong Kong**
- Amo Eno, **Hong Kong**
- Vintry, **Singapore**
- Wine Loft, **Bangkok, Thailand**
- CAV Wine Shop - Cafe, **Manila, The Philippines**
- HoWine & Cafe, **Taipei, Taiwan**
- Grand Victoria Hotel, **Taipei, Taiwan**



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## KEY DATES

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• 29 May 2012	Competition opens for entries
• 19 July 2012	Closing date for entries
• 17 -20 September 2012	Judging takes place in Hong Kong
• 30 October 2012	Results announced on DecanterChina.com
• November 2012	Results promoted at Trade and Consumer events in China and Hong Kong
• January 2013	DAWA Winners' Tastings across Asia, in partnership with Enomatic

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More promotional activities to be announced. For more information, please contact Christabel Lemke ([christabel\\_lemke@decanter.com](mailto:christabel_lemke@decanter.com)).

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## CONTACT

For more information about the Decanter Asia Wine Awards, including entry enquiries, sponsorship, and marketing enquiries, please contact:

**Entry enquiries (London office):**

Christine Campbell

Awards Executive, Decanter

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**Wine delivery enquiries (Hong Kong office):**

Ling Cheong

Awards Executive, Decanter

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**Sponsorship & Marketing enquiries:**

Christabel Lemke

International Awards Manager, Decanter

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For general queries about Decanter's launch in China, please email [china@decanter.com](mailto:china@decanter.com)



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