

KOREA SOMMELIER WINE AWARDS & FAIR 2020

CHOSEN BY SOMMELIERS,
LOVED BY PEOPLE



K-SOMM
WINE AWARDS & FAIR

CHOSEN BY SOMMELIERS, LOVED BY PEOPLE

'Korea Sommelier Wine Awards & Fair', which will be held for the fourth time on 1st June 2020 is a wine competition and exhibition focused on discovering wine that is best suitable for on-trade business.

This contest aims to search out and reward the best wines for restaurants, hotels, bars and events; thus vitalize the Korean on-trade wine business.

This competition will open paths for Korean on-trade buyers to discover new quality wines that suit their specific needs. Moreover, it could be a perfect starting point for foreign wineries trying to make their way into the Korean wine market and find a business opportunity in Korea.

The competition will be judged by a group of well-known and respected sommeliers from all over the world including Master Sommeliers and Master of Wine. Our rigorous judgment process ensures worldwide trust and the entered wines will be carefully analyzed.

This event will be hosted by Korea Sommelier Guild and be supported by Riedel, Seoul International Wines & Spirits Expo 2020, and Mashija magazine.

THE JUDGES

All admitted wines will be judged by world leading experts in wine.

* International judges

Brian Julyan MS Ronan Sayburn MS Yohann Jousselin MS Kyungmoon Kim MS Antony Moss MW

* Nation's Sommeliers and Wine Experts judges

* PEOPLE'S CHOICE judges

JUDGING PROCESS

- Wines will be judged according to international standards.
- All wines are tasted blind by category.
- Refer to attached document to check categories.

2018 KOREA SOMMELIER WINE AWARDS & FAIR

CHOSEN BY SOMMELIERS,
LOVED BY PEOPLE
2018.04.30



AWARDING CATEGORIES

1. **Finest Award** – Number One in Show
2. **Category Awards** – Gold / Silver / Bronze
3. **Best Table Wine Awards** – Red / White / Champagne / Sparkling / Rose / Fortified / Dessert
4. **People's Choice Awards** – Wines voted best on-site
5. **Best Korean Sool Awards** – Best liquor made in Korea

WHY ENTER

- Be recommended by global experts of wine and Korea's top sommeliers.
- On-line catalogues of award-winning wines published and distributed.
- Showcase and tasting events held for awarded wines.
- Continuous promotion via various media channels.
- Increase wine sales in on-trade venues such as restaurants, bars and clubs.
- Medal-winning stickers are available for brand recognition and value increase.
- Effective way to enter the Korean wine market.

GRADING SYSTEM



Finest : Best in Show
 Gold : 95-100
 Silver : 90-94.9
 Bronze : 85-89.9

INTRODUCTIONS FOR LOGO USES

Stickers bearing the award logo can be attached to the awarded wines.

Price of logo

- 300 US\$ for Finest / Gold
- 100 US\$ for Silver / Bronze



KOREA SOMMELIER WINE AWARDS & FAIR 2020

TIMELINE

February 1st : Competition open for entries
May 24th : Entry deadline & Delivery to warehouse deadline
June 1st ~ 4th : Primary round
June 5th : Primary round results noticed individually
June 8th ~ 12th : Final round
June 13th : Full results published

HOW TO ENTER

The Korea Sommelier Wine Awards & Fair 2020 can be entered online.

Website : ksommwineawards.com
– Step 1 : Fill out entry form
– Step 2 : Fill in the wine detail sheet
– Step 3 : Send your wine samples
– Step 4 : Make payment by deadline

ENTRY FEE

- Mandatory registration fee : Entering from Abroad : 100 US\$ per Entry
Entering within Korea : 500,000 KRW (VAT excluded)
- Registration fee must be paid via bank transfer; bank information is as follows.
Bank Name : Industrial Bank of Korea, Seoul, Korea
SWIFT Code : IBKOKRSEXXX
Account Number : 551-030231-04-013
Name : Winevision Press
Bank Address : 79, Eulji-ro, Jung-gu, Seoul, Republic of Korea
Zip Code : 04541

WINE FAIR

- The Korea Sommelier Wine Fair 2020 is held within the Seoul International Wines & Spirits Expo (the only liquor exhibition in Korea).
- The results will be announced individually after the primary round; only wine that has passed the primary round may be submitted to the fair.
- Booth operations (including wine display, tasting, and sales) are conducted exclusively by the K-Somm Guild, and participants only need to provide wine to taste and sell.
- Participation in the fair is not mandatory; you must state your intention to participate in the fair when notified as a result of the primary round.
- We will provide further information to participants when we announce the results of the primary round.

* For overseas wineries only:
- Wines currently not imported to Korea cannot be sold on site; only tasting and exhibition is allowed.
- If you wish to participate in the fair you will need to send two more bottles of wine for the competition (regardless of the primary round). There is not enough time between the release of the results and the wine fair preparation date to ship additional wine.

Date : June 13th ~ 14th
Venue: Seoul COEX C Hall, 'Special Event Booth'

WHAT TO ENTER

- Any wine that is made exclusively from the partial or complete alcoholic fermentation of fresh grapes, whether crushed or not, or of grape must may enter.
- Any wine as defined above that is produced entirely in one country and then bottled in another may enter.
- Synthetic fruit-flavored wines cannot be accepted.
- Any wine with actual alcohol content not less than 5% in volume may enter with the exception of sweet wines.
- Any wine that is produced for commercial availability anywhere in the world can enter.
- Any wine entered must have a minimum production of 600L (66 cases) available to the market. The only exception is for sweet and fortified wines, which may be produced in a minimum quantity of 450L (50 cases).
- Unfinished wine will not be accepted.
- Wines must be labelled in accordance with the Korean provisions to show the name of wine, country and region of origin, the nominal volume, alcoholic strength, producer name, vintage if applicable.
- If finished labels are not available, temporary labels are accepted but the information that appears on these labels must be the same as the information that will appear on the final label.
- Wines submitted for the competition must be sealed with the same closure as the final, commercially available wine.
- Wines must be contained in a 750ml bottle, unless it is a sweet or fortified wine and then it may be sent in 250ml, 500ml bottles.



HOW TO SHIP

- Wine Shipping Information :

Address : K-SOMM Wine Awards & Fair, 1st floor, 12, Seolleung-ro 135-gil,
Gangnam-gu, Seoul, Republic of Korea

Zip Code : 06059

Goods receiving time : Monday~Friday, 10am-6:30pm

- Please send your wine samples on time : February 1st 2020 ~ May 24th 2020

- Four (4) x 750ml bottles or equivalent (eg 12 x 375ml) must be submitted for every entry. This is to ensure sufficient for Trophy tastings / photographs and for the Awards Ceremony and Tasting session.

*** Only wine passed in the primary round may enter the wine fair.**

- If you wish to participate in the wine fair from abroad please provide 6 bottles per entry.

- All wines admitted should be labeled “**Korea Sommelier Wine Awards & Fair 2020 - Not for Sale, Sample**” on the bottle and a copy of registration confirmation form should be enclosed.

Upon receipt of wine information and payment, a registration confirmation form will be emailed to the party in interest.

- All duty, shipping costs, and taxes must be prepaid by the submitter of the samples.

When the wine is sent from overseas, it should be consigned on a DDP (Delivery Duty Paid) basis. Therefore, instruction to complete the import declaration should be given to your forwarder / courier company, please choose ‘shipper accept all charges’ on the documentation provided by your courier company. Submitters should also be responsible for any fees related to the import declaration. Wines cannot be accepted if the charges associated with shipping have not been paid.

- We are not responsible for tracking the shipping of your wines; please ensure everything is in order before sending your wines.

- The wines must be submitted to the head office by the deadline and we are not eligible for any problem occurred during the transportation process. Wines, entry forms, entry fees must be delivered on time and they are not reimbursable in case of delay.

- To clear with customs and safe arrival at the warehouse, we recommend the wines to be sent more than one month prior to the deadline.

- Korea Sommelier Wine Awards will not take responsibility for wine damaged or lost during transit.

- Withdrawal of entries : To cancel an entry you must email the name of the wine to be deleted and the name of the company deleting the entry. Entry fees can only be refunded if the cancellation is made before the last date for shipping. Cancellations after this date will not be refunded and the delivery cost during the refund is on the supplier.

WINE PRICING

- Please provide an Ex-Cellar or FOB (Free on Board) price per bottle for each wine.

- The Ex-Cellar / FOB price has to be per bottle, not case of 6 or 12.

- The Ex-Cellar / FOB price per bottle will only be used for the judgment process and will never be published.

- The Ex-Cellar / FOB price per bottle quoted at the time of entry must accurately represent the wine's predicted retail price and not a discounted or promotional price and must be valid for 6 months after publication of the result.

- Any major discrepancies between the Ex-Cellar / FOB price per bottle and the eventual retail price, except for factors outside your control (tax, duty, transport etc.), could cost the wine's medal or trophy cancellation.



K-SOMM
WINE AWARD & FAIR

T. +82 (0)2-514-1855

E. ksommawards@gmail.com