



2008

Information and Entry Kit

The hallmark of quality wine



Organised by:



INTER ADS MONTGOMERY
(INDIA) PVT. LIMITED

In conjunction with:



2-4 DECEMBER 2008, NEW DELHI

A serious way to sell more good wine in India

The Indian wine market, with its annual growth of 30% is one of the most dynamic in the world. But it's a market that is still in an early phase of its evolution in every respect - from the styles and quality of India's own wines and of the ever-increasing range of imports, to the rapidly expanding set of routes to market. All this change and novelty have inevitably caused confusion among both professionals and consumers who urgently need guidance to help them to select wines that satisfy their requirements. The India Wine Challenge 2008, the latest in over 50 such competitions that Robert Joseph has chaired or co-chaired across the globe since 1984, exists to provide that map. The event is India's first and only serious impartial annual competition for Indian and international wines. The caliber of its judges and the judging procedure make its results a uniquely valuable resource. Stated simply, a medal at the India Wine Challenge is not easy to win, but once attained, it will help you to sell more wine in India.

Fine Foundations

The 2007 Challenge which attracted 350 wines laid great foundations. As Rukn Luthra, Business Head of Pernod Ricard, declared, 'We are very confident of Robert Joseph's professionalism and the way he handles such competitions overseas. We shall be taking part in the next India Wine Challenge. Another fan was Dharti Desai, founder & CEO of Finewinesmore of Mumbai, who said 'we are a nascent industry. We must support such competitions in order to take our industry forward... We shall take part in even bigger way this year.'

Top International Judges

For the India Wine Challenge 2008, Robert Joseph is delighted to announce that the wines will be judged in Delhi by a panel including top local experts and some of the world's most illustrious producers. These include Gina Gallo of Gallo Family Vineyards in California; Vanya Cullen who was named finest winemaker in Australia; John Forrest, one of the most highly regarded wine producers in New Zealand; Mike Ratcliffe of Warwick Estate and Vilafonte in South Africa and Roberto Bava a top Italian producer who has already taken a great interest in India.

Robert Joseph launched the first International Wine Challenge in London in 1984, an event that went on to become the world's biggest wine competition and, in the words of Jancis Robinson MW, 'the Oscars of the Wine World'. Joseph has launched International Wine Challenges in Asia (China, Japan, Vietnam, Singapore, Hong Kong) and Russia. He has judged and/or chaired wine competitions in France, Portugal, Italy, Switzerland, Australia, New Zealand, South Africa, Chile, Portugal and the USA. Joseph sees the India Wine Challenge as part of a bigger move to develop a thriving wine industry and market in India.

In case you wish to reach Robert Joseph, write to: robertjoseph@unforgettable.com

The India Wine Challenge 2008

Option - I*

Venue: London

7th - 9th October, 2008

Montgomery International Ltd,
9 Manchester Square, London, W1U 3PL

Contact Person: **Bianca Rose Fischer**

Tel: +44 20 7886 3105

Fax: +44 20 7886 3101

E-mail: biancarose.fischer@montex.co.uk

Option - II*

Venue: New Delhi

11th - 12th November, 2008

Hyatt Regency Delhi, Bhikaiji Cama Place,
Ring Road, New Delhi, India 110067

Contact Person: **Nutan Singh**

Tel.: +91 124 4524308, 4524309

Fax: +91 124 4234464

E-mail: ifeindia@interadsmontgomery.com

Award Function

Venue: IFE India 2008

2nd December, 2008

Business Clinic
IFE India
Hall No. 10, Pragati Maidan,
New Delhi,
India

*The venue options are kept for the sole purpose of convenience of the participants. It doesn't indicate two different challenges.

Deadlines for your diary

- Bookings are open till 19th September, 2008 for London option and till 27th October, 2008 for New Delhi option.
- Last date of sending your wines to the London option is 25th September, 2008.
- Last date of sending your wines to the New Delhi option is 1st November, 2008.

Participation details

PARTICIPATION CHARGES

International Companies

INR 7400 per entry

Service Tax @ 12.36% will be added extra.

Volume Discount : Registration of five entries by a single applicant will get one complimentary entry.

National Companies

INR 7000 per entry

Service Tax @ 12.36% will be added extra.

Volume Discount : Registration of five entries by a single applicant will get one complimentary entry.

All IFE India 2008 exhibitors are entitled for one complimentary entry in the India Wine Challenge 2008

MODE OF PAYMENT

Telegraphic transfer

Please make telegraphic transfer payments to:

Axis Bank Ltd, SCO-29, Sector-14, Gurgaon - 122001 Haryana, India

Account Number: 056010200013855

Swift code: AXISINBB056

Cheque payment

Please make cheque payable to: Inter Ads Montgomery India Pvt. Ltd.

And send to:

Inter Ads Montgomery (India) Pvt. Ltd., Plot No. 859,
Udyog Vihar, Phase-V, Gurgaon-122 016, Haryana, India.

Service Tax No: AABC16300HST001

PAN No: AABC16300H

ENTRY REQUIREMENTS : • Kindly note that full payment must be received with the entry form for entering the India Wine Challenge 2008.
• Three bottles of wines must be sent per entry.

The India Wine Challenge 2008 - Entry Form

Please mark ✓ in the box:

- ☐ I am an exhibitor at IFE India and wish to register _____ entry/entries.
☐ I am an non-exhibitor at IFE India and wish to register _____ entry/entries.

CONTACT DETAILS:

Contact Person _____
 Company Name _____
 Address _____
 City/Country _____ Postcode _____
 Telephone _____ Fax _____ E-mail _____
 Website _____

Do you have an Indian Distributor/Agent? ☐ Yes ☐ No

If yes, please furnish his contact details.

Contact Person _____
 Company Name _____
 Address _____
 City/Country _____ Postcode _____
 Telephone _____ Fax _____ E-mail _____

Wine Details			
Wine Colour R=Red •W=White •Ro=Rose			
Vintage or NV			
Prefix Chateau de... Domaine de... Quinta da...etc			
Wine Name / Brand (This line will be printed on the certificate)			
Quality Reserve, Gran Reserva, Vendange, Tardive			
Principal Three Grapes			
Alcohol Level			
Official Quality AOC / DOC / DOCG etc			
Price (Ex-Stock) - 750 ml bottle			
Producer (This line will be printed on the certificate)			
Sub Region			
Region			
Country			
Indian Agent			
Asian Agent			
Cases Produced			
Cases Exported			

PAYMENT DETAILS: (Please mark ✓ in the box)

- ☐ **Option I** : Please find enclosed herewith a Demand Draft/Pay Order/Cheque no. _____ dated _____ for Rs. _____
☐ **Option II** : Please find enclosed herewith the remittance advice of the wire transfer.

This is our application for participation at the India Wine Challenge 2008. We understand that on acceptance by the organisers this will constitute a binding contract to participate at the India Wine Challenge 2008. We confirm that we have read, understood and agree to comply fully with rules and regulations - the India Wine Challenge 2008 contained overleaf.

Authorised Signatory with designation and company seal

Reference for Wine Categories

WHITE	NATIONAL		INTERNATIONAL
ALS	Alsace (sweet and dry)	BOT	Botrytis-Affected
BOS	White Bordeaux (sweet)	CHA	Chardonnay
BOW	White Bordeaux (dry)	CHE	Chenin Blanc
BUW	White Burgundy	DSE	Demi-sec
GER	German (sweet and dry)	GEW	Gewurztraminer
ITW	Italian White (dry)	LH	Late Harvest
LOI	White Loire	PBG	Pinot Blanc and Grls
RHW	White Rhone	MUS	Muscat (dry)
PW	White Portuguese (dry)	SMU	Sweet Muscat (unfortified)
SW	White Spanish (dry)	RIE	Riesling
SWW	South West French White	SEM	Semillon
TOK	Tokaji	SPW	Spicy White (e.g. Viognier, Marsanne)
OWS	Other National White Styles (not listed above)	SAV	Savignon Blanc

SPARKLING	NATIONAL	ROSE	INTERNATIONAL
AST	Asti Spumante / Moscat	PRO	Provence Rose
CAV	Cava	WZ	White Zinfandel
CH	Champagne (dry and sweet)	ODR	Other Dry Rose
CHR	Rose Champagne (dry and sweet)	OMR	Other Sweet Medium Rose
RSP	Sparkling Red		
SPK	Sparkling White (dry)		
SPM	Sparkling Wine (sweet)		
SPR	Sparkling Rose (sweet and dry)		
OSP	Other Sparkling Wines (all styles)		

RED	NATIONAL & INTERNATIONAL		NATIONAL & INTERNATIONAL
BJ	Beaujolais	BAR	Barbera
BOR	Bordeaux	CAM	Cabernet and/or Merlot
BUR	Burgundy	GSM	Grenache and/or Syrah and/or Mourvedre
OIT	Other Italian Styles	TR	Italian Varieties
OSP	Other Spanish Styles	LR	Light, fruity red
RHO	Rhone	MAL	Malbec
RIP	Ripasso (Valpolicella etc)	NEB	Nebbiolo
RL	Red Loire	ORB	Other Red Blends
PR	Portuguese Red	PNO	Pinot Noir
TEM	Tempranillo-based Spanish Wine	PTG	Pinotage
SWR	South West French Red	SAN	Sangiovese
ORS	Other National Red Styles (not listed above)	SPY	Cabernet / Shiraz etc
		ZIN	Zinfandel
		OSR	Other International Red Styles (not listed above)

FORTIFIED		OTHER	
FMU	Fortified Muscat	OGW	Organic White
MAD	Madeira	OCR	Organic Red
POR	Port	Med	Mead Wine
SGE	Sherry	FW	Fruit Wine
RSP	OFW Other Fortified Wine		

Please choose the category in which you would like your wine to be tasted. Kindly note that some categories such as BOR (Bordeaux) are regional, while others such as CAM (Cabernet and/or Merlot) are international. In simple words, a wine entered as a BOR will be tasted against other Bordeaux, while one entered as a CAM will be judged against Cabernet and/or Merlot-based wines from throughout the world. We will create new categories and amalgamate existing ones where appropriate. Every care will be taken to ensure that wines are tasted against similar entries. If you have any doubt which category to choose, please pick one of the 'other' categories (OWS etc) and leave categorisation to us, or contact us for help or advice.

The India Wine Challenge 2008

Rules & Regulations for participation

How & where to deliver your wines

- Participants who wish to send their wines to the London option, please send your wines to arrive at **Sensible Wine Services Ltd., Unit 7-Underlyn Farm, Underlyn Lane, Marden, Kent, TN12 9BQ**, not later than **25th September, 2008** and clearly marked the India Wine Challenge
- Participants who wish to send their wines to the New Delhi option, please send your wines to arrive at **R E Rogers India Pvt. Limited, 1, Commercial Complex, Pocket H & J, Sarita Vihar, New Delhi-110 076**, not later than **1st November, 2008**. Contact person: **Mr. Lekh Raj Thakur, Director (Operations)**.
- Boxes containing your wines must be clearly labelled as follows:
Your company name, the India Wine Challenge 2008 and the case number (e.g. 2/3).
- The India Wine Challenge 2008 participants, **who are also exhibitors at IFE India 2008, must send wines in separate consignments from those intended to be used as samples for the IFE India exhibition.**

NOTE: All duty, carriage, clearance, storage charges and taxes payable on wines must be pre-paid for by the submitter. Failure to pay these duties will result in your wines not being entered. We regret that late arrivals may not be accepted and neither credits nor refunds will be issued if the forms or wines fail to arrive on time. Entrants are entirely responsible for the arrival of their wines in time for the India Wine Challenge 2008. The organisers take no responsibility for this.

1. HOW TO ENTER THE INDIA WINE CHALLENGE 2008

- Select as many wines as you wish to enter.
- Complete the entry form alongwith the wine details sheet accompanying this Entry Kit. Submit the entry form by fax or by post.
- Full payment must be received with the entry form to confirm participation.

2. ENTRY FEE

- Payment for the entry fee can be sent by telegraphic transfer or cheque.
- Once the entry form is accepted, a 100% cancellation fee will apply in the event of withdrawal from the challenge.

3. NUMBER OF WINE BOTTLES & QUANTITY REQUIRED PER ENTRY

- Three bottles of wine must be submitted for every entry; two bottles for tasting and one bottle spare to allow for an out of condition sample, breakages, corkage, etc.
- Wines must be available in quantities of at least 1,000 litres held for the purpose of release to the market, in containers of a nominal volume not exceeding 2 litres.
- However, should certain categories of wine be produced in particularly small quantities, batches of wine of less than 1,000 litres may be accepted, but not of less than 100 litres.

4. WINE REQUIREMENTS

- Awards will only refer to a single homogeneous batch of bottled wine, originating at the time of bottling from one and the same container.
- All wines must be labelled 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 recognised 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 recognised by the appropriate nations.
- All wines must be sent fitted with a non-reusable sealing or closing device.

5. IF THE SAME WINE IS SUBMITTED MORE THAN ONCE

In case more than one company submits the same wine, all entrants' names will be featured equally in the report of the tasting. Fees for multiple entries cannot be refunded.

6. HOW MANY WINES WILL RECEIVE AWARDS

A maximum of 40% of the wines will receive awards, although the judges may raise this figure in exceptional circumstances at their discretion.

7. ALCOHOL LEVEL

The alcohol level MUST be included since it is upon this figure that duty levels are calculated.

8. USE OF THE INDIA WINE CHALLENGE LOGO

Stickers and bromides of the India Wine Challenge logo, medals and trophies are available to award winners. The India Wine Challenge logo remains the property of the India Wine Challenge and any unauthorised use, reproduction or alteration of the logo, trophies and medals is strictly prohibited. Should any trophy or medal be used for promotional purposes (i.e. on printed material or on TV/radio/internet advertising), the award must be attributed to the India Wine Challenge.

9. AWARDS

- Please note that the judges may, at their discretion, either not award trophies in certain categories or they may create trophies in recognition of outstanding wines.

10. INSURANCE

- The participation in the the India Wine Challenge 2008 shall be at the own risk of participants. The participants are advised to effect their own insurance against all relevant risks.

11. EXCLUSIONS OF LIABILITY

- The participants assume all responsibility for compliance with local and central regulations, rules and laws concerning their participation in the India Wine Challenge 2008.
- The participants accept all risks associated with their participation in the India Wine Challenge 2008. The participants shall not make any claim or demand or take any legal action, whatsoever, against the organisers, or the facility in which the India Wine Challenge 2008 is held, for any loss, damage or injury whatsoever caused, to the participants, its officers, employees, agents or their property.

12. INDEMNITY

The participants agrees to indemnify and hold harmless the organisers, and the facility, their respective officers, agents and employees, against all claims, costs and charges of every kind resulting from their participation in India Wine Challenge 2008 or its environs for personal injuries, death, property damages or any other damages sustained by participant or its officers, agents, employees or those for whom in law they are responsible, or the organisers.

13. PARTICIPANT'S PROPERTY

All of the participant's property at the India Wine Challenge 2008 shall be at the sole risk of the participant and the organisers assume no responsibility for loss or damage thereto.

14. TERMINATION OF THE CONTRACT

The organisers may terminate this contract if:

- The participant fails to observe or perform any of the contract terms and conditions.
- The participant becomes bankrupt or makes an arrangement or compromise with his creditors or being a company, enters into liquidation whether compulsory or voluntary (save for the purposes of amalgamation and / or reconstruction) or suffers the appointment of a receiver, administrative receiver or administrator, or enter into or suffers any similar insolvency procedure under any jurisdiction.

15. FORCE MAJURE

The organisers shall not be liable to the participants by reason of any cancellation or later opening of the India Wine Challenge 2008 either as a whole or in part, for any non-performance of their obligations under the contract or for any amendment or alteration to all or any of the rules & regulations of the India Wine Challenge 2008, in each case to the extent such occurrence is due to force majeure event.

16. GOVERNING LAW AND JURISDICTION

This contract shall be governed and construed in accordance with the laws of India and parties agree to submit to the non-exclusive jurisdiction of the Indian court.

17. RIGHT OF REFUSAL

The organisers, reserve the right to refuse any application.