



HARPERS
Wine Stars
2018

United States of America



— ★ —
HARPERS
Wine Stars
— 2018 —

USA

Identifying the regional heroes from across the USA Wines judged by buyers, for buyers

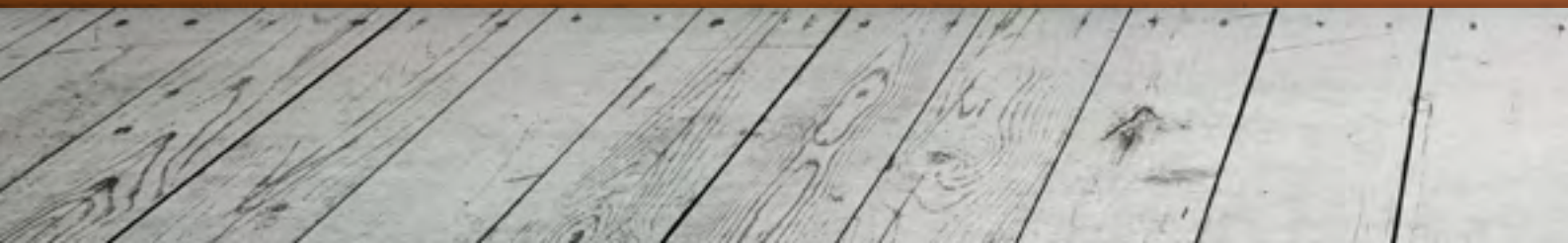
Welcome

Harpers Wine & Spirit is proud to launch the Harpers Wine Stars, a tasting competition to recognize the best wines the USA and its regions have to offer.

Buyers from across the on and off trades look for that independent seal of approval, which identifies the star-performing wines they should be selling to their customers. With a vast diversity and array of wines from the USA on our shelves and wine lists, consumers also like the confidence an independent rating can give. This is after all, the modern world, and we all live by ratings whether that be for our holiday, restaurant or retail choices.

Buyers also still predominantly source by country so a comprehensive guide to what is outstanding from a country, and what to look for from each region is extremely practical for them.

Unlike other tasting competitions, the Harpers Wine Stars will showcase the full potential of a country and its diverse regions. The results coupled with the editorial overview of the USA and its DO's will provide buyers with a truly comprehensive



guide to USA, trends, the regions they should look to list and champion, producers they should be working with, recommendations on specific wines that will wow their customers and at the price points that matter for their bottom line.

Our objective is that the Harpers Wine Stars be the most practical, useful and comprehensive guide for buyers as we will be taking into account the full offering of each wine entered – including taste, value for money and packaging. After all, these are all crucial elements for any buyer when choosing one wine over another.

As with Harpers' readership, our judges will be from across the trade spectrum – supermarket buyers, independent specialists, wholesalers, restaurateurs and sommeliers. They are buyers at the front line who know what their customers are looking for in their wine choices. Every judge will have purchasing power and this

makes the results tangible and practical for their wider buying peers in the trade.

Winning the highest star ratings will immediately distinguish your wines as a buyers' choice and help you cement current listings and gain new ones across the UK and beyond.



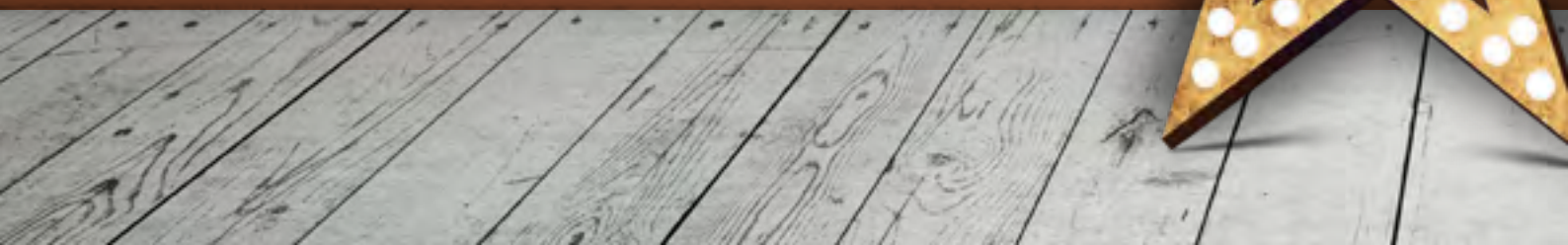
Benefits of entering the Harpers Wine Stars

- Enter the only UK awards that truly recognise the potential of the USA and the starring role of your wine within it.
- This is the only competition where ALL the judges are current buyers with purchasing power. Peer-to-peer recommendation is extremely impactful.
- Promote your wine as a key choice within both the USA and its regions' – the correct context when buyers are looking to plug gaps or conduct an French range review.
- High-level media coverage to all areas of the UK buying trade with the results promoted throughout Harpers Wine & Spirit, Drinks Retailing News and The Drinks Wholesaler. No other awards can offer this level of exposure to the whole of the UK buying network.
- Opportunity to have your wines at the Harpers Wine Stars regional masterclass and tasting series.

Getting your winning wines in front of the widest possible audience

- Results will be showcased in a special dedicated Buyers' Guide to the USA supplement to be published from September 2018.
- The Buyers' Guide to the USA supplement will be distributed with Harpers Wine & Spirit, Drinks Retailing News and The Drinks Wholesaler and available to download all year round from all our websites – no other competition can give you this breadth of exposure.
- PR to the national and regional press.
- An opportunity to be a part of Harpers Wine Stars special masterclass and tasting series.
- Promotional toolkits to help you promote your winning wines to new and existing customers.
- High resolution artwork and POS materials will be available to all Harpers Wine Star winners.

Identifying the regional heroes from across the USA
Wines judged by buyers, for buyers



THE JUDGING PROCESS

The Harpers Wine Stars offers independent, honest, practical and real buyers' views. The judging will be a professional and highly controlled process, assessed by the UK's most renowned buyers from across the on and off-trade sectors.

★ Round One

Tasting samples will be presented by region, style and price point in order that each wine is fairly judged and benchmarked against its peers. Each wine will be judged blind on its aroma and taste and by its reflection of its regionality, but also, if judges feel relevant, by its innovation and relevance to its target market.

Wines will also be assessed for the value for money they represent. Value will be an assessment of the RRP in relation to the taste of the product and the wine will remain blind.

Individual scores for both taste and value for money will be made with the highest scoring products going through to round two.

★★ Round Two

The best performing entries from round one will progress in the competition. Wines will be put forward to a second round of judging, which will no longer be blind. Buyers after all have to judge not just on taste but the whole package.

Judges will be asked to score entries based on the packaging of the product. Packaging scores will focus on appearance, initial impact, shelf standout and relevance to target market.

Individual scores for packaging will be added to the taste and value scores to give an overall score for each product and wines will be allocated a star rating of between one and five being awarded to each entry.

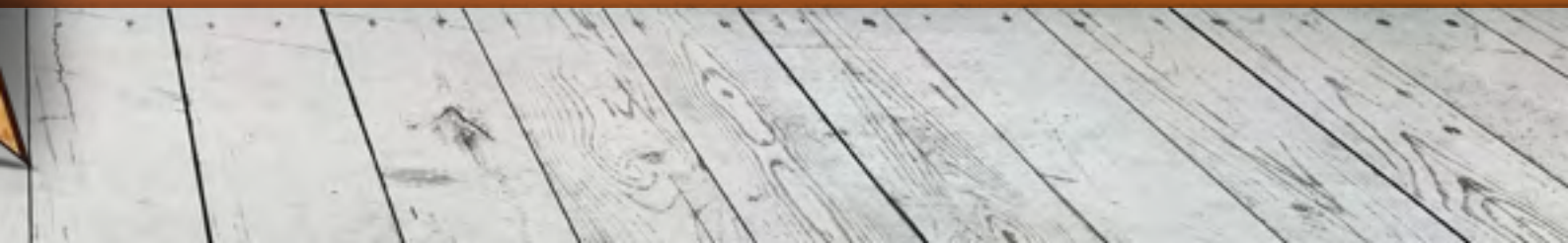
★★★ Round Three

The Stars of the USA will be decided from the highest scoring wines and will highlight regional winners, best value for money, best packaging and overall standout wines.

Throughout the judging process, we will be looking for the judges' favourites and outstanding picks, food pairing advice, and occasion recommendations so that the results can be presented with practical context and guidance for buyers.

★★★★ Wine Stars Audit

We are also keen to give entrants clear feedback so any wine that progresses to round two of judging will be provided with a full audit from our buyer judges. We will let you know how the judges scored your wines for taste, look and value and provide feedback.



USA

THE JUDGES

Unlike all other wine competitions out there, every single one of our judges will be a current buyer with tangible purchasing power. This is why these results matter and makes these awards the most credible out there.

Each judge will be carefully selected for their influence, tasting ability and knowledge. We will guarantee that we have a balanced and fair spread of judges from across all the distinct on and off-trade buying sectors in the UK.

ENTRY CATEGORIES

Entries will be submitted and judged by region. Regional categories will be finalised once all entries have been received.

CONTACT

For more information and to obtain an entry kit, please contact:-

Marc Lanaway
T: 0044 (0)1293 608854
E: marc.lanaway@agilemedia.co.uk

ENTRY COSTS & DEADLINES

Entrants may submit as many separate products as they wish into the competition. Discounts apply for multiple entries.

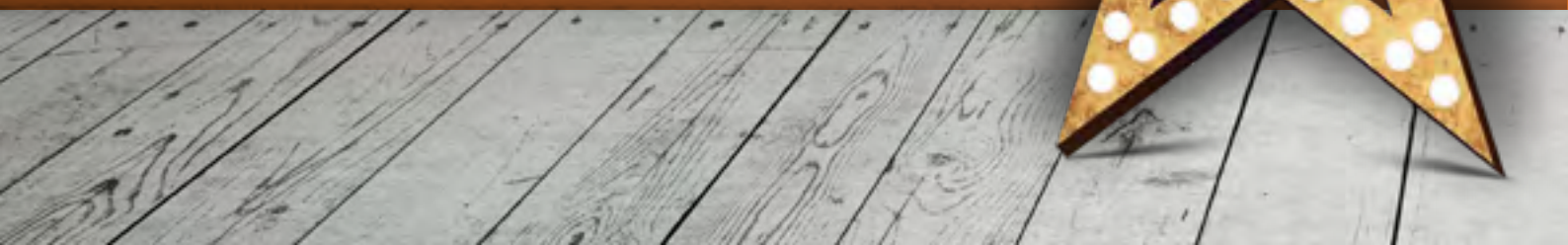
NO OF ENTRIES	COST PER ENTRY
1 – 3 entries	£130 each + VAT
4 – 9 entries	£120 each + VAT
10 + entries	£110 each + VAT

Entry deadline: **July 27th**

Sample delivery deadline: **August 3rd**

Judging commences: **September 11th**

Results announcement: **Published through Harpers Wine & Spirit**



USA

HOW TO ENTER

1 Fill in **SECTION ONE** multiple times for each wine entered, completing all fields accurately

2 Fill in **SECTION TWO** once for the whole entry.

Complete the entry form in capital letters using the correct accent marks, where applicable.

Note: all details entered will be reproduced for invoices, results and certificates. Agile Media takes no responsibility for errors caused by illegible text made by the entrant, but reserves the right to correct any names and details that it believes to be incorrect.

3 Return your entry forms with payment either;

By post: Harpers Wine Stars 2018 FRANCE,
Agile Media, Longley House, International Drive,
Southgate Avenue, Crawley, West Sussex, RH10 6AQ, UK.

By fax: +44 (0) 1293 474 010

By email: nikayla.langley@agilemedia.co.uk

Entry forms must be received by **Friday 27th July**

4 Email a hi-res bottle shot of each wine entered to nikayla.langley@agilemedia.co.uk

5 Send **THREE** bottles for each wine entered, clearly labelled with the name of the submitter to:

**Harpers Wine Stars FRANCE, c/o Wine Sorted Ltd,
Little Owl Farm, Main Road, Murcott, Oxon, OX5 2RE**

Deliveries between 8.30- 4pm Monday–Friday. All pallet deliveries need to be booked in and the maximum vehicle size is 7.5 tonne

Please call 07733108607 (Will) / 07884267499 (Felicia) for any delivery related questions

All bottles must be delivered by **Friday 3rd August**



COST PER ENTRY

Entrants may submit as many separate products as they wish into the competition. Discounts apply for multiple entries.

NO OF ENTRIES	COST PER ENTRY
1 – 3 entries	£130 each + VAT
4 – 9 entries	£120 each + VAT
10 + entries	£110 each + VAT

CUSTOMS DUTY, TAXES AND OTHER COSTS

The entry fee does not include delivery costs for the sample bottles or provision of any customs duty, taxes or other costs. Entrants are responsible for covering these costs and must ensure all deliveries are sent duty paid.

VAT

VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU. UK VAT is currently 20%.

DEADLINES

Entry deadline:

July 27th

Sample delivery deadline:

August 3rd

Judging commences:

September 11th

Results announcement:

**Published through
Harpers Wine & Spirit**

NEXT STEPS

USA

Please photocopy the completed entry form(s) for your records and return the original with payment

**By post: Harpers Wine Stars FRANCE,
Agile Media Ltd, Longley House,
International Drive, Southgate Avenue,
Crawley, West Sussex, RH10 6AQ, UK**

By Fax: +44 (0) 1293 474 010

By Email: nikayla.langley@agilemedia.co.uk

Entry forms must be received by Friday 27th July

TERMS AND CONDITIONS

1. Harpers Wine Stars is organised by Agile Media Ltd, publishers of Harpers Wine & Spirit. The company address is Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex, RH10 6AQ. UK.
2. By entering the Harpers Wine Stars the entrant will be deemed to have read and understood these rules and be bound by them. These rules include any instructions set out with the entry kit and entry form.
3. Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid product or entry. Proof of posting is not proof of delivery.
4. Entries will only be accepted on a fully completed entry form accompanied by the appropriate entry fee. There is no limit to the number of products that may be submitted but each product is a separate entry and subject to a separate entry fee.
5. Any entry form which is incomplete, late or illegible and any product which is late or damaged which does not otherwise comply with these rules, will be deemed invalid.
6. The Organiser reserves the right to move wines into the appropriate category, if deemed to be incorrectly entered.
7. Entrants are responsible for ensuring their product arrives in time for the judging including completing any necessary customs clearances. Products must be securely packaged. The organiser takes no responsibility for products damaged in transit.
8. Products must be in date for consumption on 1st October 2018.
9. Entries may be cancelled up to 14 days after the original booking date by contacting nikayla.langley@agilemedia.co.uk. After this date, entry fees are non refundable. Alternatively you may replace the product with another product at no additional cost.
10. Duplicated entries will not be refunded. Please check that your agent or producer has not already entered the same brand.
11. Entrants are responsible for any customs duty, taxes or other costs incurred on products entering the UK. Should the Organiser incur any liability in connection with excise duties or any other costs these shall forthwith be reimbursed fully by the entrant.
12. The judges' decision on all matters concerning the competition is final and legally binding. No correspondence will be entered into.
14. A list of medallists will appear in a dedicated Harpers Wine & Spirit supplement, and harpers.co.uk once judging is complete. Product images may also be used. Participants consent to their names and photographs being used in any competition publicity unless otherwise requested in writing.
15. Any award winner may publicise its award provided the year in which it was won is stated. Each award winner will be granted a non-exclusive non-transferable licence to use the Harpers Wine Stars logo in connection with its award for a period of three years from the date of the award.

SECTION ONE

WINE ENTRY FORM

PLEASE COMPLETE THIS PAGE FOR EACH
INDIVIDUAL WINE ENTERED

HARPERS
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Entry of wines entered

Wine Name

Producer Name

Note: Please ensure this information is spelt correctly as this will be used across all marketing and production of results

CATEGORIES

Which region does your wine represent?

- | | |
|------------------------------------|-------------------------|
| Napa | Sonoma and Sonoma Coast |
| Central and Southern Central Coast | |
| Mendocino | Central Valley and Lodi |
| Oregon | Washington |
| New York State | Virginia |

Other Please Specify

SUPPLY DETAILS

Is the wine available in the UK?

- Yes
No

What is the UK Importer's Name? *if applicable

What number of bottles are available to the UK market?

What are the primary target markets?

- | | |
|------------|-------------|
| On-trade | Off-trade |
| Multiple | Independent |
| Specialist | |

On-Trade Price: £

Off-Trade Price: £

Note: It is essential that judges have a price to be able to award a value comparison score – without this no marks can be awarded in the value section, leading to the wine losing out on overall score.

Harpers makes it clear with the published results that all prices are approximate, for guidance only.

WINE DETAILS

What is the colour of the wine?

- Red
White
Rosé
Orange

What style is the wine?

- Still
Sparkling
Fortified
Botrytis
Sweet

What is the vintage of the wine?

What is the Alcohol Level? (%)

What is the bottle size? (cl)

What is the closure used?

- | | |
|-----------|-------------------------------|
| Cork | Crown |
| Plastic | Glass |
| Screw cap | Ring pull |
| Other | <small>Please specify</small> |

Is the wine oaked?

- Oaked
Lightly Oaked
Unoaked

What are the grape varieties used in the wine?

Grape Varieties Variety %

Main Grape

Second Grape

Third Grape

Fourth Grape

SECTION TWO

PAYMENT FORM

YOU ONLY NEED TO COMPLETE THIS SECTION ONCE PER COMPANY



CONTACT DETAILS

Contact Name

Job Title

Company Name

Address

Country

Telephone

Email

ENTRY DETAILS

Total Number of Entries

NO OF ENTRIES COST PER ENTRY

Total cost including VAT if applicable

1 – 3 entries £130 each + VAT

4 – 9 entries £120 each + VAT

VAT Number

10 + entries £110 each + VAT

PAYMENT OPTIONS

1. Payment by credit card

Please charge £ to my credit card
(please include VAT amount, if applicable)

VISA Mastercard AMEX

Card no:

Expiry date: /

Security code:

Name on card:

Cardholder's address (if different from above):

Signature:

2. Payment by cheque

I would like to pay by cheque

Please make cheques payable to Agile Media Ltd and send along with a copy of this payment page to Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex, RH10 6AQ, UK

3. Payment by invoice

I would like to pay by invoice

* Please note that an admin fee of £20 will be applied to invoices with a net value of less than £500. Invoice terms are strictly 15 days (or prior to judging if sooner).

Invoice contact name and address (if different to above)

Email (if different to above)

ENTRY CONFIRMATION

We confirm that all samples entered will be delivered with all applicable duties, taxes and shipping charges paid including, without limitation, UK excise duty, customs community tax, VAT and shipping charges and accept full liability for all such charges. We acknowledge that any failure to make such payments may result in disqualification from the competition. We confirm that we have read and understood the rules and instructions set out in the entry pack.

Please note that if sample bottles or payment is not received prior to judging day then products will be removed from the competition but a refund will not be given.

DATA PROTECTION

We will use this data for the purposes of administering your order and to contact you with any queries. We may also use it to inform you about our other products and services of relevance to your business. You may opt-out of these communications at any time by clicking Unsubscribe on emails, or by contacting the Data.Manager@AgileMedia.co.uk

Signature:

Print name:

Date:

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