



Decanter[®]

ASIA WINE AWARDS
2017

Asia's most prestigious wine competition



Enter the competition today and influence the wine lovers of Asia | 02 May – 21 July 2017



Decanter®

ASIA WINE AWARDS

Decanter is the trusted source of wine information and recommendations in Asia.

The Decanter Asia Wine Awards (DAWA) was launched six years ago by Decanter, the world's leading wine media brand, with the sole purpose of bringing your wines to the attention of Asia's rapidly growing number of wine lovers.

Asia's most influential and respected wine judges are selected by Decanter and the results are broadcast through Decanter's many media channels and key partnerships.

*"We have seen double digit **growth in entries** (YoY), a testament to the international wine trade's **trust and value** they place on their wines receiving an award from Asia's top critics at **DAWA**."*

Sarah Kemp – Managing Director of Decanter



Decanter selects Asia's finest professionals to judge wine.

Over one week, your wines will be rigorously blind tasted by over 40 of Asia's most influential and expert wine palates.



STEVEN SPURRIER, CHAIRMAN

2017 Vice-Chairs



LI DEMEI,
VICE-CHAIR
Associate professor of wine tasting and oenology, Beijing Agricultural College



POH TIONG CH'NG,
VICE-CHAIR
Publisher of The Wine Review, the oldest wine publication in Asia



SHINYA TASAKI,
VICE-CHAIR
President of the Association de la Sommellerie Internationale



MICHAEL HILL SMITH MW,
VICE-CHAIR
International wine judge, wine consultant and AM



ANDREW JEFFORD,
VICE-CHAIR
Decanter columnist and author



GERARD BASSET OBE
MW MS, VICE-CHAIR
Best Sommelier of the World 2010, Master of Wine and Master Sommelier

2016 Judges included:



YOICHI SATO,
Sommelier and restaurateur, Japan



CORRINE MUI,
COO & Senior wine educator of AWSEC, Hong Kong



YING HSIEN TAN MW,
Owner of Taberna, Singapore



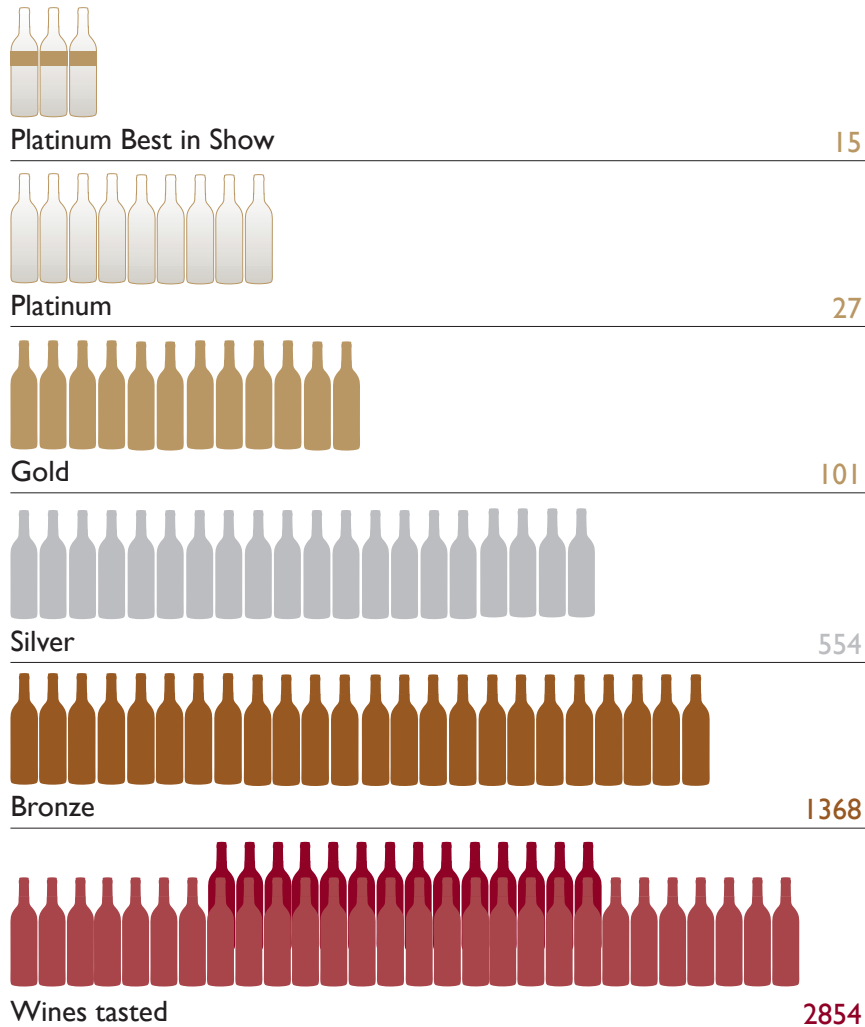
DONGHYUK SHIN,
Sommelier at Jungsik, South Korea



MAGANDEEP SINGH,
Sommelier and consultant, India

How your wines are judged & scored at DAWA

DAWA wines are organised for blind tasting by country, region, colour, grape, style and vintage to ensure that wines are judged in flights against their peers.



BEST IN SHOW

95-100



All the Platinum winners from around the world are then pitted against each other to win the DAWA's Best in Show accolade

PLATINUM MEDAL

95-100



All Gold medal winning wines within each category are retasted; a Platinum medal is awarded to the best wine in each category

MEDALS

Each wine will be given an individual score



95-100

An excellent wine of great complexity & character



90-94

A very accomplished wine, with impressive complexity



86-89

A well-made, straightforward & enjoyable wine

SEAL OF APPROVAL



83-85

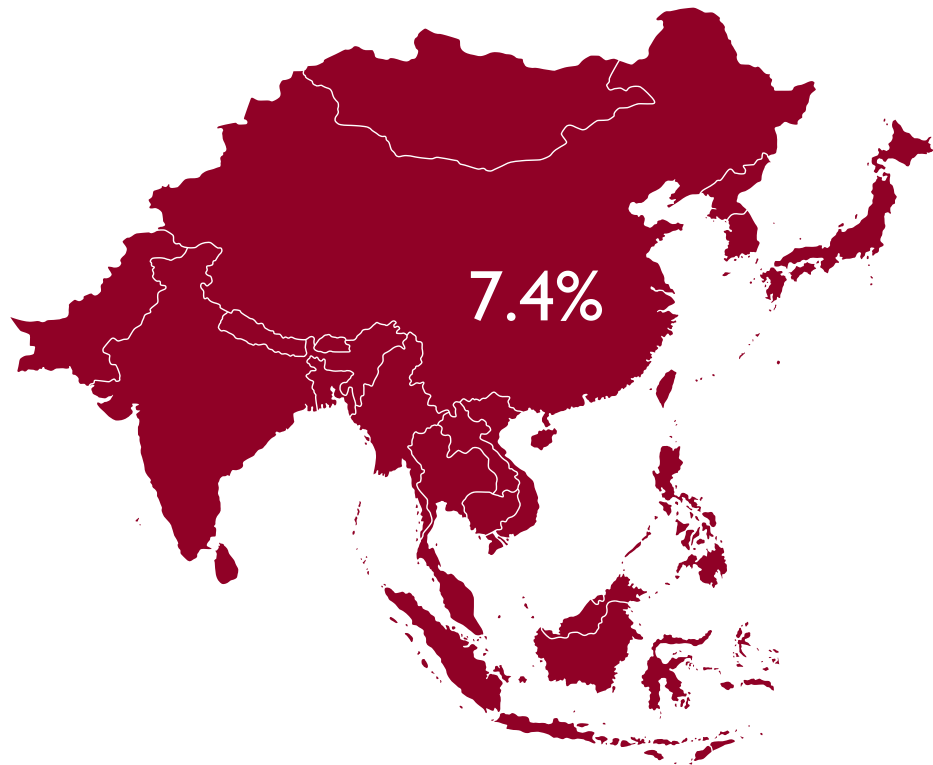
An acceptable & simple wine

Why you should enter DAWA 2017

I. The Asian market is important for your wine.

Consumer demand in Asia remains strong...

According to Euromonitor International, wine sales in Asia are forecast to grow 7.4% per annum in value terms and 5.3% per annum in volume terms.



China set to become second largest wine consumer by 2020...

New figures from Vinexpo predict that wine sales in China will grow by 39.8% in the next three years, leading the country to become the world's second largest wine market after the US.

This growth is driven by economic recovery, new trade agreements and an increasing urban population becoming more and more interested in wine.

...Which has a direct impact on trade and imports

The University of Adelaide's Wine Economics Research Centre suggest that China's net imports of wine could rise by between 330 and 790 million litres by 2018.



"Our biggest export focus is now on Asia, with particular emphasis on China. 10 years ago, Asia represented 5-6% of our sales by value. Now it is 25% and in the next ten years it will be 50%."

Eduardo Chadwick, Viña Errazuriz, Chile

Why you should enter DAWA 2017

2. Gain recognition and exposure in the world's fastest-growing wine market.

Decanter proudly promotes your award winning wine through its global digital networks, bespoke consumer tastings, presence at major wine trade show and promotions with Asia's leading retailers.

Digital Platforms

- Results released via Decanter.com, the world's largest wine consumer site outside the US and DecanterChina.com, the leading wine website for wine lovers in China.
- Social media campaign highlighting the results on Wechat, Facebook, Weibo, Twitter, Instagram and LinkedIn.



78.4k



16.9k



116k



2k



18k



Consumer & Trade Tastings

- DAWA winners will be promoted at Asia's leading trade shows and top wine consumer events.



Watson's Wine



Retailer Promotions

- Decanter partners with Asia's finest retailers to promote DAWA's award winners.



city'super



Watson's Wine

ENOTECA
For All Wine Lovers

FairPrice finest
Bringing the fine life closer to you

亚马逊
amazon.cn

Enter DAWA 2017 today

Enter online today at
www.decanter.com/dawa

Entry opens 02 May
Entry closes 21 July

Entry Prices (per wine)

GBP 158 per wine
+ 20% VAT (if applicable)

Consolidated Shipping

Consolidated Shipping
available add GBP 63 per wine

Entries & Payments

For more information, please visit www.decanter.com/dawa

T: +44 (0)203 148 4505
E: awards@decanter.com

Connect with us at Decanter Awards



Hand Delivery

Drop off your samples at ProWine Asia,
Hong Kong 08 -11 May

Decanter stand: 5D-300

Add GBP 20 per wine



Key dates

- | | | | |
|-----------|--|------------|---|
| 02 May | DAWA entry opens | 21 July | Delivery Deadline for all other Consolidated Shipment Depots |
| 08-11 May | ProWine Asia, Hong Kong (Accepts delivery of entry samples at Decanter's stand) | 4 August | Last date for DAWA warehouse to accept deliveries (Hong Kong) |
| 26 June | DAWA Warehouse opens for deliveries (Hong Kong) | 05-07 Sept | DAWA Judging Week |
| 13 July | Delivery Deadline for French Consolidated Shipment Depots | Mid-Sept | Results available to entrants |
| 21 July | DAWA entry deadline (Please note that this is a FINAL DEADLINE, extension will not be available) | | |



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Asia's most prestigious wine competition brought to you
by the world's premier wine media brand, Decanter.

With thanks to our sponsors

