



WINES OF GERMANY UK

TOP OF THE CROPS COMPETITION – INVITATION TO SUBMIT YOUR WINES!

Wines of Germany UK is on the hunt for Germany's Top of the Crops 2019 and we need your wines!

The Wines of Germany *Top of the Crops* competition is once again open for entries! Does your wine have what it takes? We are looking for the best wines from Germany, currently available in the UK. After selection by blind tasting by industry experts, the winning wines will be showcased around the UK, tasted by consumers and members of the trade and press, to inspire the nation to try new wines and discover what Germany has to offer today!

As in previous years, the winning wines (a selection of wines with UK representation and without) will be presented throughout the year at several key trade and consumer events in the UK including; London Wine Fair, the UK's leading wine trade show; The Big G, our annual trade tasting; London Wine Week, the capital's biggest consumer celebration of wine; as well as for press drops and numerous other ad hoc activities throughout the year.

Building on the success of last year's inaugural Top of the Crops, we are this year adding a new category. Each category will be judged by a panel of experts from within the relevant field, i.e. best multiple retailer and online retailer wines will be judged by supermarket buyers and best on trade wines will be judged by sommeliers. In the new addition for 2019, wines will also be judged by a panel of design experts, to pick Germany's Coolest Wines. The categories for 2019 are:

- Best multiple retailer and online retailer wines
- Best independent merchant wines
- Best on trade wines
- Best unrepresented wines
- Germany's coolest wines

All wines entered into the competition have the additional opportunity to be entered into the 'coolest wines' category, which will be used extensively in trade and consumer communications. In this round, the judges (which will include experts from the world of art, design, culture and wine) will be looking for wines which have a 'cool' label and an interesting story as well as of course being a great wine.

Due to the rise in popularity of sparkling in the UK, we would like to encourage submissions of Sekt to Top of the Crops 2019. To support this, we are offering the chance to submit an **additional entry** for those submitting a Sekt (i.e. you can submit one still wine and one Sekt per producer).

As well as working with industry experts to select the winning line-up, we will once again be working with the UK's leading trade publications to announce this year's Top of the Crops. This is a fantastic

opportunity to get your wines in front of some of the UK's most influential palates and gain great publicity for your German wine.

Criteria:

German producers and UK importers of German wine will be eligible to enter their wines to be considered by the panels. The wines will be divided into the four categories mentioned above.

- For the first two categories, wines will be split across three retail price categories and these wines **must** have UK availability:
- £5-£8
- £8-£15
- £15+

For the on-trade wines category, wines will be split across three trade price categories and these wines **must** have UK availability:

- Entry level - Under £6
- Mid-Range – £6-£12
- Premium - £12+

There will also be a category for currently unrepresented wines.

Each wine will be tasted blind by the specialist panels who will only know the grape variety, region, vintage, price, and sector and the wines with the highest scores will be the wines chosen to form Wines of Germany's Top of the Crops 2019.

How can you get involved?

If you would like to enter your German wines to be judged by the panel, please fill the online form, providing your contact details and information on the wines you would like to submit by **Friday 15th February**: <http://winesofgermany.co.uk/events/register-now-top-crops-2019/>

Please then ensure **two bottles of each wine** submitted to the address below by **Wednesday 20th February**.

Importers may submit **one still wine and one Sekt per German wine producer** for consideration. Please send the completed form back to Wines of Germany UK at germanwine@thisisphipps.com or for more information please call 0207 759 7405.

Address for samples (labelled with Wines of Germany Top of the Crops):

*Wine Sorted Ltd
Little Owl Farm
Main road
Murcott
Oxon
OX5 2RE*

When considering which wines to submit, please consider the following:

- Style of wine – we want to demonstrate the varying styles of wines being produced in Germany, so your selected wine can be white or red, dry or sweet.
- Grape variety – we welcome a range of grape varieties including Spätburgunder, Weissburgunder, Grauburgunder, Riesling, Silvaner, Sauvignon Blanc.
- Vintage – to ensure it is commercially relevant to the UK wine trade, please submit **your current vintage**.

It is free to enter and the only costs incurred at this stage will be the provision and delivery of stock. However, **if your wine is selected as one of the Top of the Crops, there will be a charge of £85 per wine** to go towards media costs, ensuring the wines are given maximum exposure.

We will then also require 12 bottles to be used in other tastings or media drops throughout the year. By registering your wine for the competition, you agree to cover this one off cost of £85 per bottle of wine and the supply of samples should your wine be selected for the Top of the Crops 2019.

This tasting and the publication of the Wines of Germany Top of the Crops will further raise the profile of German wine within the UK wine trade. It is a great reminder to the press and trade of the wonderful diversity of wine styles produced in Germany, at all price points, and will therefore generate an increase in press coverage and ultimately sales of German wine.

If you have any queries about this activity, please do not hesitate to contact Wines of Germany UK at germanwine@thisisphipps.com or on 0044 207 759 7405

We look forward to hearing from you and working together on this project.