



THE INTERNATIONAL WINE CHALLENGE

SAKE ENTRY KIT 2013

www.internationalwinechallenge.com





THE 30TH INTERNATIONAL WINE CHALLENGE



CONTENTS

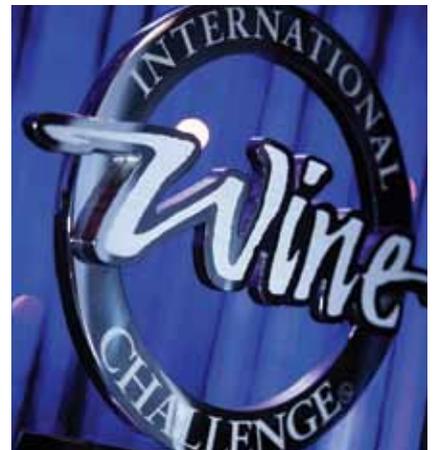
The Judges pages 3, 4 & 5

Discovery Tasting page 6

Rules For Entry pages 6 & 7

Entry form pages 8 & 9

Shipping pages 10 & 11



WELCOME

TO THE INTERNATIONAL WINE CHALLENGE 2013

This year marks the 30th International Wine Challenge and seven years since Sake was first introduced into the competition in 2007. What started as a English vs French contest, with just 200 wines entered, is now one of the most highly-regarded wine and sake competitions in the world.

Last year saw an unprecedented number of entries received from over 50 countries, tasted by an unmatched panel of international experts.

National Trading Inc Kimura Brewery

"We were delighted to accept the Champion Sake award at the International Wine Challenge awards dinner. In the weeks following the announcement we saw a huge uplift in telephone calls and stocks of the Daiginjo Fukukomachi 2012 have now almost sold out. Our accolade was also covered by nationwide TV, magazines and newspapers. This was a great honour for our brewery. We will continue to make the finest sake using authentic methods and look forward to entering the IWC again in the future."



International Wine Challenge Calendar

Competition opens for entries
10 December 2012

Closing date for competition entries
13 March 2013

Samples
Samples must arrive at Hellmann Beverage Logistics (Japan) by 18th March 2013

Judging
15 – 16 April 2013

Sake Seminar in London
15 April 2013

Results announced online
13 May 2013

Discovery Tasting
20 - 22 May 2013

A Taste of Gold, Lindley Hall, Royal Horticultural Halls, London
26 June 2013

30th Anniversary Summer Ball, Grosvenor House Hotel, London
18 July 2013



THE JUDGES

The IWC Sake Co-Chairmen, Sam Harrop MW, Kenichi Ohashi and Simon Hofstra will be joined by an equal number of experienced and highly regarded Japanese and non-Japanese judges.

The combined experience of the panel will make this the world's finest selection of international sake judges assembled at any one time. The competition's unique judging process and the quality and experience of its judges undoubtedly makes the IWC the most credible and tested competition of its kind.



THE CO-CHAIRMEN

Sam Harrop MW



Sam began his career in the UK as one of Marks & Spencer's youngest 'flying winemakers'.

By age 32 he had travelled to every major wine region in the world, and passed The Master of Wine exam on his first attempt, receiving the Tim Derouet Award for outstanding performance. Sam is now an independent consultant, educator and commentator in the wine industry. He recently co-authored 'Authentic Wine', a new book focusing on the concept of naturalness in wine. He is also a 'Sake Samurai' and a champion of the International Wine Challenge Sake Category.

Kenichi Ohashi



Kenichi Ohashi is a leading Japanese wine and sake distributor in Tokyo with accolades from the industry.

Awarded Best Wine Merchant 1999 by Japan Sommelier Association he has shown his intricate knowledge of the subject both at home and abroad. He is author of "Natural Wine" and is the online wine columnist of Japan's national newspaper "Yomiuri". He holds a Diploma from WSET in London and has been recently certified Master of Sake (SSI) and Sake Expert Assessor (NRIB). In addition, he has started exporting his selection of sake and Japanese wines to the world market. Ken is currently an MW student.

Simon Hofstra



Simon Hofstra is director of Sake Europe, a company dedicated to spread the word of sake in Europe.

He graduated at the Dutch Sake Academy and Gastronomy Academy in Holland during his work as sommelier in the first Michelin star awarded Japanese restaurant. As of 2000 he started to combine sake with non-Japanese food, creating a new market in Holland and Belgium. Bringing sake to the wider public he started his own sake company in 2005, which is today part of Sake Europe. Simon won the Sake Contributor Award in 2008 and become one of 22 Sake Samurai worldwide in 2009.

THE JUDGES

THE PANEL CHAIRMEN

Ake Nordgren



Ake is a Diploma sommelier, founder and owner of Akebono Unlimited AB.

Founded in 1995 Akebono is today the Scandinavian leading importer and distributor of Japanese sake. In 1990 he started to travel to Japan and visit sake breweries to gain a deep understanding of the process and has since then visited Japan over 50 times. For the last nine years he has been a teacher at two of Sweden's sommelier schools giving weekly lectures and seminar on sake to professionals and amateurs. He also runs annual guided gourmet trips to Japans sake breweries and the interesting Izakaya world. Ake is now recognised as a Sake Samurai when he was awarded the honour in October 2011.

Satoshi Kimijima



Satoshi is the president (4th generation) of Yokohama Kimijimaya Co. Ltd – a liquor and wholesale trade company based in Yokohama, dealing with sake, shochu awamori and wine.

The company has more than 300 clients nationwide, including major hotels, top-rated restaurants and French grandes maisons in the metropolitan cities. He is also the owner of two restaurants in Tokyo (French and Italian). He gives lectures and seminars on Sake to professionals and amateurs at one of the leading wine schools in Japan and is also a judge/supervisor of Sake for the Appellation Control Committee of Nagano prefecture since 2006.

Yuji Matsumoto



Yuji is a Shochu specialist and was the first certified Master Sake Sommelier in the US.

Yuji was the president of the California Sushi Academy from 1998 until 2002 and the President of the Sake Institute of America and Beverage manager of Kabuki Restaurants, Inc. in 2011. He has conducted more than 300 sake seminars for the general public, restaurants and wine cellars and has regular columns in Japanese Restaurant News and Sushi and Sake Magazine. Yuki was recognised as a Sake Samurui in 2010 by the Japan National Sake Brewery Association Junior Council.

Dr. Takeaki Ishikawa



Dr. Takeaki Ishikawa, born in 1941, is a biochemist whose major interests include the breeding of sake yeast and fermentation physiology.

He is now the president of the Brewing Society of Japan that is a supplier of Kyokai sake yeast. He has also been a sake tasting expert for over 40 years and has served as a judge at sake contests held in various locations in Japan. In 2004 and 2009, he judged at the U.S. National Sake Appraisal in Honolulu, Hawaii.

Yukio Hamada



Yukio worked at the National Tax Bureau as technical adviser of brewing for 30 years.

He has also acted as a consultant for several hundred sake and shochu makers in areas concerning the brewing and distillation process and quality control. Yuki was an advisor and consultant for the quality and safety of all liquors at the National Tax Administration. He is founder of the official contest for warmed sake which represents this popular drinking style in sake tasting. He is now the director of Japan Sake and Shochu Makers Association.

Beau Timken



Beau is one of the foremost non-Japanese authorities of Sake in the world. He opened the first dedicated sake retail store outside of Japan in San Francisco, California in 2003.

Along with a Master Sake Sommelier License (Kikisake-Shi), Beau has been presented the prestigious and inaugural Sake Samurai title as well as the 10th Anniversary Honorary Kikisake-shi distinction. He is an educator, promoter, protector of sake who works in breweries whenever time permits.

DISCOVERY TASTING



The IWC Discovery Tasting provides a platform for wine and sake entered in to the competition seeking UK representation.

Looking for representation?

For the second year running the IWC Discovery Tasting will take place during the three days of the London International Wine Fair – a key event in the UK trade diary. Numerous buyers from supermarkets, agents, independents and major restaurant and hotel chains attend the IWC Discovery Tasting.

Wines are split into three sections depending on where they are seeking buyers from; off-trade – high street & supermarkets, off trade – independent merchants and on-trade. Wines are then grouped by country and style. This enables buyers to taste in a time efficient way and only select the wines that are available to them. IWC staff will be on hand to open bottles and provide producer contact details.



*Sarah Knowles,
Wine Category Manager,
Amathus Drinks PLC*

“The Discovery Tasting offers a very convenient opportunity to taste un-imported wines in the summer – which is a great buying period for us. With the wines set up in countries it is easy to taste through a specific wine category quickly and efficiently e.g. American Zinfandel. Over the last 3 years we have often followed up on tastings at the show as we are confident that the wines in the Discovery Tasting don’t yet have an importer and are clearly keen to work in the UK as they are investing in the show.”

*Eamon FitzGerald, Wine
Development Manager at
Naked Wines*

“The IWC Discovery Tasting gave 35 of our Archangel customers a unique opportunity to choose the IWC Bronze medal winning Anticaia Salice Salentino 2009 as their top pick. The wine was put on our nakedwines.com Marketplace platform and 1470 bottles sold out straight away”

The IWC Discovery Tasting costs 5,375¥ on top of the standard entry fee.

To enter your sake in to the tasting tick ‘yes’ to question 1 on the entry form on page 9.



RULES FOR ENTRY

Organiser

The organiser of the International Wine Challenge is:

William Reed Business Media Ltd
Broadfield Park, Crawley, RH11 9RT,
United Kingdom

Tel: +44 (0)1293 610416

Fax: +44 (0)1293 610499

Email: iwc@wrbm.com

Criteria for entry

- i. Sakes produced in one country and bottled in another are allowed to enter the competition.
- ii. All sakes submitted must be sold fitted with a non-reusable sealing or closing devise.
- iii. Unfinished samples will not be judged by the International Wine Challenge.
- iv. 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. Please note all bottles are photographed for the IWC App so we ask that you try and avoid using temporary labels where possible.

Entry forms

Paper entry forms must arrived on or before 13 March 2013. Completed entry forms should be sent by prepaid postage to The Japan Sake Brewers Association Junior Council
日本酒造青年協議会
大隅浩平/Mr. Kohei Osumi

105-0003
東京都港区西新橋一丁目1-21-7F
03-3501-0101/Tel FAX03-3501-6018

Alternatively online entries can be submitted at internationalwinechallenge.com. Incomplete entries cannot be accepted. Proof of postage or

submission will not be deemed to be proof of delivery.

Samples

Samples must arrive at Hellmann Beverage Logistics (Japan) before 18 March 2013. Four bottles of each sake must be submitted for every entry to the International Wine Challenge. Sakes may be tasted up to three times, entrants must submit three bottles to allow for this and one spare bottle to allow for an out of condition sample.

If a sake is entered in to the Discovery Tasting a further 2 bottles are needed for the tasting which will take place shortly after the International Wine Challenge judging.

ALL SAMPLES WILL BECOME PROPERTY OF THE ORGANISER.

Discovery Tasting

Sakes entered into the competition that are seeking UK representation should answer 'yes' to question 1 on page 9 of the entry form. It is important that you specify your target market on the entry form;

On trade: bars, restaurants, hotels and clubs

Off trade: independent merchants, supermarkets and online retailers

Withdrawal of entries

To cancel an entry you must email iwc@wrbm.com with the name of the sake to be deleted and the name of the company deleting the entry. Entry fees can only be refunded in full if the cancellation is made before 13 March 2013.

CANCELLATIONS AFTER THIS DATE WILL NOT BE REFUNDED.

Pricing

Prices are essential for categorising the sakes for tasting as fairly and

accurately as possible. This will also have an effect on the Great Value Award for Sake.

Dispatching your sake

For your convenience the International Wine Challenge has appointed Hellmann Beverage Logistics as its official carrier for the competition.

To arrange shipping your sake please contact Keisuke for details:

SPAZIO IDEA CO.,LTD.

入江啓祐/Keisuke IRIE

154-0011

東京都世田谷区上馬2-9-8-107/

2-9-8-107

Kamiuma Setagaya TOKYO.

090-4222-1759/Mobile

03-6804-0027/TEL

03-6880-1551/FAX

Sake must arrive at Hellmann Beverage Logistics in Japan by 18 March 2013.

Packaging

We ask that wineries consider the environment when packing their samples for the competition. There are now many forms of recyclable cardboard boxes with suitable internal support that are durable alternatives to Styrofoam.



ENTRY FORM EXPLANATORY NOTES

Please read these explanatory notes before completing the entry form. Numbers correspond to the question numbers on the entry form.



1. I would like to enter this sake into the Discovery Tasting

Cost for entry ¥5,375. Two extra samples of your sake are required. For full details refer to page 5.

2. Sake name/brand (as it appears on the label)

Please make sure the sake name on the entry form is exactly the same as it appears on the label.

3. Year brewed

Ensures that sakes are grouped correctly, fairly and consistently for tasting.

4. Producer name

This field validates the sake entered and is useful for notification of results to the entrant and the media.

5. Country

Ensures that sakes are grouped correctly, fairly and consistently for tasting.

6. Prefecture

Ensures that sakes are grouped correctly, fairly and consistently for tasting.

7. City

Ensures that sakes are grouped correctly, fairly and consistently for tasting.

8. Category of Sake

Ensures that sakes are grouped correctly, fairly and consistently for tasting.

9. Rice polish rate

Ensures that sakes are grouped correctly, fairly and consistently for tasting.

10. Rice variety

Ensures that sakes are grouped correctly, fairly and consistently for tasting.

11. Alcohol level

Duty levels are calculated using this figure. Ensures sakes are grouped correctly, fairly and consistently for tasting.

12. UK Importer

Essential for the IWC to locate the UK stockists of sakes. This information will be used for publicity purposes and on the IWC App to allow consumers to find your sake.

13. Number of bottles produced

Total production.

14. Available in the UK

This information is important for publicity purposes and will appear on the IWC App.

15. Retail price in Japan

Required information for the International Wine Challenge and IWC Great Value awards.

16. UK retail price per bottle for wines available in the UK

Please quote the price in Sterling and inclusive of VAT per bottle. This information is required for publicity and the IWC App.

17. Principle UK Stockist

Required for publicity purposes and allows consumers to find your sake in the shops and on the IWC App.

18. Principle Stockist (outside of the UK)

The IWC promotes medal winning sakes internationally and consumers from around the world will be informed of your principle stockist.

19. Bottle size

Allows consumers to see what bottle size they will get for the quoted price.

20. Barcode number

If you have a barcode number this will help the IWC team identify your sake and enter it into the competition correctly.

21. Type of closure used

Please specify type of closure used. Natural cork (2+2, Altec, etc.), synthetic or Screwcap.

22. Glass colour

Related to environmental information and assists with fault correction.

23. Organic/biodynamic/conventional/sustainable

Please specify if the sake falls into any of these categories.



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2013 ENTRY FORM

Name of company entering the sake		Company name in Japanese	
Contact name (Mr/Mrs/Ms/Miss/Dr/Prof)		Contact name (Mr/Mrs/Ms/Miss/Dr/Prof) in Japanese	
Address			
Address in Japanese			
Postcode		Country	
Telephone		Fax	
Email		VAT registration number (Europe only)*	

***UK VAT RULES** European companies with a valid VAT registration number do not have to pay UK VAT. Companies outside of Europe are not required to pay UK VAT and DO NOT have to provide a VAT registration number. Those companies who have not been eligible to claim back VAT in the past will save 20%.

PAYMENT DETAILS

Entry fees may be paid by credit card or cheque or by requesting an invoice to be paid by cheque or bank transfer. All entries must be paid in FULL before the first day of tasting. Credit card payments will be charged in Sterling.

	Number of entries	Price per Entry	Total
International Wine Challenge global entry fee		¥14,575	
Discovery Tasting** (2 additional samples required)		¥5,375	
		Total	

*The International Wine Challenge entry fee does not include Free on Board (FOB) shipping. Please refer to page 10 'Dispatching Your Wines' to find out about our great deal with Hellmann Beverage Logistics. **Full details of the Discovery Tasting can be found on page 5.

METHOD OF PAYMENT

Payment by cheque. Please make cheques payable to 'William Reed Business Media Ltd' in Yen, Sterling, Euros or US Dollars

Payment by credit card. Please charge to my Visa Mastercard Amex

Card number:

Expiry date: / Security number (3 or 4 digit number in the reverse of the credit card)

Name on card:

Card holders address:

Postcode: Country:

Please invoice my company Purchase order number (if required)

We confirm that we have understood the rules and instructions set out in the entry kit and agree to be bound by them. This entry form is signed by the person responsible for submitting the entry and to whom all correspondence concerning the International Wine Challenge should be addressed.

Signature: **Print Name:** **Date:**

We will use this data for the purpose of administering your entry in the International Wine Challenge. If you do not wish us to contact you regarding your entry please tick the relevant IWC boxes. We may also use it to contact you about William Reed Business Media (WRBM) products or allow carefully selected third party companies to let you know how you can benefit from similar offers (mail and telephone only). If you do not wish this to happen please tick the relevant box. We do not share your data with third parties for Email, Fax or SMS purposes.

International Wine Challenge: Tel Fax Email SMS Mail **William Reed Business Media:** Tel Fax Email SMS Mail **3rd Parties:** Tel Mail



THE 30TH INTERNATIONAL WINE CHALLENGE

2013 ENTRY FORM

- i. Entry details must be completed in black ink and BLOCK CAPITALS. All details will be produced for results and certificates. William Reed Business Media takes no responsibility for corrections of errors or illegible text made by the entrant.
- ii. Complete the entry form together with ACCENTS.
- iii. Complete the Method of Payment form on page 8.
- iv. Photocopy the entry form for your records and return the original by post WITH PAYMENT to arrive by 20 February 2013 to:
The International Wine Challenge, William Reed Business Media Ltd, Broadfield Park, Crawley, West Sussex, RH11 9RT, UK.

PLEASE PRINT THIS ENTRY FORM FOR EACH SAKE YOU ENTER

Entry number: of Sakes entered. Name of company entering the sake: IN ENGLISH

Name of the company entering the sake: IN JAPANESE

1. I would like to enter this sake into the Discovery Tasting: Yes No

Please tick ONE option as to where you would most like to target buyers from:

On-trade (restaurants / bars / clubs / hotels) Off-trade (high street / supermarkets) Off-trade (independent merchants)

2. Sake name/brand (as it appears on the label):

2. Sake name/brand (as it appears on the label) IN JAPANESE:

3. Year Brewed:

4. Sake producer name:

5. Country:

6. Prefecture: 6. Prefecture: IN JAPANESE

7. City: 7. City: IN JAPANESE

8. Choose the category of sake: Junmai Junmai-Ginjo/Junmai-Daiginjo Honjozo Ginjo/Daiginjo Koshu

9. Production Style: Nama-zake Genshu Taru-zake Kimoto/Yamahai Kijoshu other.....

10. Rice polish rate:%

11. Rice variety (e.g. Yamadanishiki):

11. Rice variety (e.g. Yamadanishiki): IN JAPANESE

12. Alcohol level:%

13. UK Importer:

14. Number of bottles produced:

15. Available in the UK: Yes No

16. Retail Price in Japan (in Yen):

17. If available in the UK, UK retail price per bottle (£ inc. VAT):

18. If available in the UK please state your principle UK stockists:

19. Principle stockists outside of the UK:

20. Bottle size: 1500ml 750ml 720ml 500ml 375ml Other please specify:

21. Barcode number:

22. Type of closure used (screwcap, etc.):

23. Glass colour:

24. The sake entered is: Organic Biodynamic Sustainable Conventional

DISPATCHING YOUR SAKE



PLEASE READ CAREFULLY – THE IWC GLOBAL SHIPPING AGENT HAS CHANGED

- i. The freight charges will only be paid if the entrant ensures delivery is received by Hellmann Beverage Logistics in Japan by 13th March 2013.
- ii. It is the responsibility of the entrant to pay all delivery charges up to the point where their local Hellmann Beverage Logistics approved shipping agent receives the samples.
- iii. The entrant is responsible for contacting their local Hellmann Beverage Logistics approved shipping agent to arrange a suitable date of delivery that allows sufficient time for the samples to be delivered and received by 18th March 2013.
- iv. Boxes containing sake samples must be clearly labelled on the outside. Submitters must use the address labels sent to them by Keisuke IRIE.
- v. Submitters using a Hellmann Beverage Logistics agent for shipping their samples will have to attach 5 copies of the airway bill provided by Keisuke IRIE.
- vi. No sake deliveries will be accepted at the William Reed Business Media offices in Crawley, West Sussex.
- vii. Late arrivals will not be accepted and neither credits nor refunds will be issued if the forms or sake fail to arrive on time.
- viii. The alcohol level must be included on the entry form/s as this figure is used to calculate duty levels. Answer question 12 on the entry form on page 9.
- ix. If you choose to use your own carrier service you are full responsible for all transportation costs including taxes, duty and storage.
- x. **BOXES MUST BE LABELLED WITH INTERNATIONAL WINE CHALLENGE 2013 OFFICIAL LABELS.** These will be sent to you after you have submitted your sake.

IMPORTANT:

If you choose to use your own carrier service you are fully responsible for ALL transportation costs including taxes, duty and storage. The IWC will not be responsible for your shipping and customs charges.

PAYMENT OF DUTY

The commissioners of HMR&C require evidence of payment of duties and VAT as enshrined in The Alcoholic Liquor Duties Act 1979 and enforced by The Customs & Excise Management ACT 1979. Procedures to achieve this are stipulated in the Customs Tariff and Public Notices covering alcoholic products. It is an offence to avoid payment of these taxes on samples.

Further guidance may be obtained from HMC&R National Advice Service – telephone +44 (0)845 0109 000.

To arrange shipping your wines please contact Keisuke for details:

SPAZIO IDEA CO.,LTD.

入江啓祐 / Keisuke IRIE

154-0011

東京都世田谷区上馬2-9-8-107 /

2-9-8-107

Kamiuma Setagaya TOKYO.

090-4222-1759/Mobile

03-6804-0027/TEL

03-6880-1551/FAX

Deadline to receive your samples: 18th March 2013.



The International Wine Challenge

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Email: iwc@wrbm.com

www.internationalwinechallenge.com



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