



NEW WAVE 
SPANISH WINE
2010 AWARDS

NEW WAVE SPANISH WINE AWARDS 2010 ENTRY PACK

MISSION STATEMENT

To keep positioning Spain as a modern, quality oriented wine producing country in the UK and to deliver on the promise that the wine in your glass reflects the passion, vibrancy and individuality of the bodega and winemaker.

OBJECTIVES

- To increase the number of Spanish wines listed on shelf in the UK
- To offer the wine buying consumer a collection of the top Spanish wines available in the UK based on regional diversity, quality and value for money

JUDGING - PROCESS

A four step process:

- Step 1: an estimated 1000 entries are received and logged at Sensible Wine Services and wines are classified and coded based on region, type, vintage, price, etc.
- Step 2: wines are tasted blind in flights, grouped by region and in 7 price brackets: £3.99-£4.99, £5-£5.99, £6-£7.99, £8-£9.99, £10-£14.99, £15-£20, £20+
- Step 3: wines are scored and rated in order to reach Top 100 Spanish wines
- Step 4: Winning wines are re-evaluated and rated in order to determine trophy winners

THE JUDGES

Tim Atkin MW will again chair a panel of 16 world class wine experts to judge the 6th annual New Wave Spanish Wine Awards to select 100 outstanding Spanish wines.

“Spanish Wines, like Spanish food, is getting more exciting every year, with a host of new regions emerging to support established classics such as Rioja, Ribera del Duero, Jerez and Penedés. The sixth year of the New Wave Spanish Wine Awards will put the best of Spain in the limelight. I’ve assembled a top team of wine writers, buyers, consultants, restaurateurs and sommeliers to taste what we anticipate will be the biggest entry yet. We’re all looking forward to the hard but enormously pleasurable task of picking our favourite wines.” Tim Atkin MW



This year's judges will be:

Jo Ahearne MW	Bruno Murciano
Tim Atkin MW	Christine Parkinson
Ben Cahill (The Co-op)	Matt Pym (Majestic)
James Griswood (Tesco)	John Radford
Laura Jewell MW	Nick Room (Waitrose)
Pierre Mansour (The Wine Society)	Anthony Rose
Peter McCombie MW	Lynne Sherriff MW
Charles Metcalfe	Joanna Simon

In addition WFS will contract the services of 2 top label designers to judge the best label design

TROPHY AWARDS

20 Spanish wines will be selected from the winners and awarded a trophy in recognition of their quality, value for money, regional uniqueness and label design. Categories are:

Best Red under £10	Best Wine with no UK distribution
Best Red over £10	Best Premium Wine: £20+
Best White under £10	Best Own Label White
Best White over £10	Best Own Label Red
Best Rosado	Best Sherry
Best Cava	Best Unfortified Sweet Wine
Best Value Cava	Best Fortified Sweet Wine
Best Value White	Best Label Design (2)
Best Value Red	Best Wine of Show
Best Value Fortified / Sweet Wine	

PROMOTING THE NEW WAVE SPANISH WINES

- The winning wines will be published in 9th July edition of OLN (www.offlicencenews.co.uk)
- New Wave Press & Trade Tasting on 9th July
- The full results will be published in a special OLN supplement on 17th September. This supplement will be distributed by Wines from Spain at consumer & trade events
- Winning wines included in blind tasting for 2011 Gran Orden de Caballeros del Vino Dinner
- Details of Awards included in the Wines from Spain UK website (www.winesfromspainuk.com)
- Wines featured at Sommeliers for Spain tastings



COMPETITION TIMELINE

5th March 2010	– Entry form available
29th March 2010	– Start wine delivery to SWS
14th May 2010	– Final date to submit entry form
14th May 2010	– Final date for payment
21st May 2010	– Final date for wine delivery to SWS
16 & 17 June 2010	– Judging days
9th July 2010	– OLN to publish details of winners
9th July 2010	– Trade & Press tasting at The Worx, SW6
17th September 2010	– Publishing date of OLN supplement
September 2010	– Awards ceremony at the Spanish Embassy (by invitation only)

GUIDELINES

Entry Criteria	All wines must be available in the UK (except those from wineries that have taken part in this year's Wines from Spain Trade Fair). Own label wine accepted/judged under separate category
Pricing Criteria	Min. RRP £3,99 for white, rosado & sparkling wine Min. RRP £4,99 for red & fortified
Submission deadline:	14th May 2010 (to Josefina Castro - jcastro@comercio.mityc.es)
Delivery deadline (please submit 4 bottles per entry):	21st May 2010
Send wine to:	SWS (Ref. New Wave Spanish Wine Awards) Unit 7, Underlyn Farm, Underlyn Lane, Marden, Kent, TN12 9BQ
Entry Fee & Deadline for payment	£25.00 per entry (by 14th May 2010). <i>Please note that if payment has not been received by this date, entries will be removed from the competition but samples cannot be returned</i>
Mail entry fee (Cheque payable to: FONDOS ICEX):	Spanish Embassy Economic & Commercial Office, 66 Chiltern St, London W1U 4LS
BACS transfers (<i>transfers must be free of bank charges so that the full amount is received</i>)	BACS payment to: Fondos ICEX Oficina Comercial BANCO BILBAO VIZCAYA ARGENTARIA - London Account Number 05744794 BIC (bank identification code) BBVAGB2L IBAN (international bank account n°) GB45 BBVA 2347 3605 7447 94



CHECKLIST

- Send complete entry form to WFS by 14th May 2010 (e-mail: jcastro@comercio.mityc.es)
- Send £25 payment per entry to WFS by 14th May 2010
- Send 4 bottles of each wine to SWS by 21st May 2010: Sensible Wine Services
Ref. New Wave Spanish Wine Awards
Unit 7, Underlyn Farm,
Underlyn Lane,
Marden,
Kent, TN12 9BQ

If you have any queries, please contact Josefina Castro (020 7467 2358 / jcastro@comercio.mityc.es) or Laura Ferrer (020 7467 2357 / lferrer@comercio.mityc.es).

Please note that WFS will donate all leftover samples from the competition to charities and Spanish related Cultural and Gastronomical events.

In addition, please ensure all of the information provided on the entry form is accurate. Wines from Spain will be validating all details relating to the winning wines and **may be forced to disqualify any wines submitted with incorrect information.**