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HARPERS

Wine Stars

— 2018 —

United States of America





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

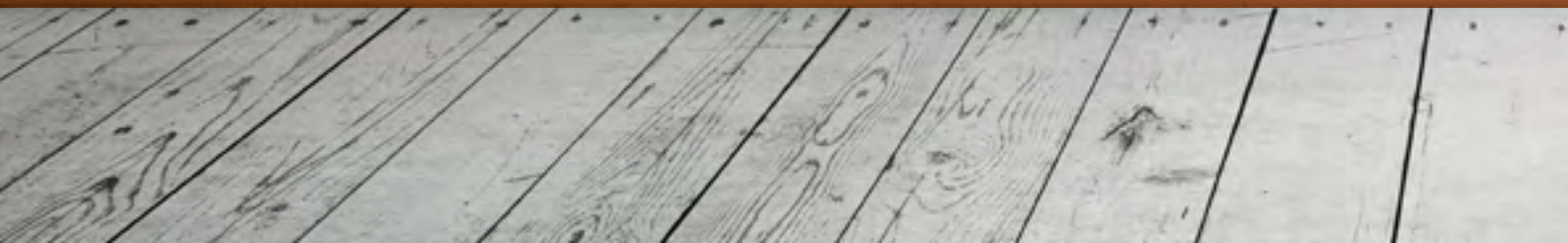
Welcome

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.



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:-

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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**



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