



# OLD MUTUAL TROPHY WINE SHOW 2012

## JUDGING

Deadline for the submission of entry forms, documentation: **2 APRIL**

Deadline for payment of fees on invoice: **5 APRIL**

Deadline for the submission of wine samples: **2 to 3 MAY**

Judging of the wines: **7 to 10 MAY**

Judges' Feedback Session, Paarl: **10 MAY**

\*Announcement of the competition results, Cape Town: **30 MAY**

## ENQUIRIES

Contact Alex Mason-Gordon at **OutSorceress Marketing:**

Tel 011 482 5936, Email [alex@outsorceress.co.za](mailto:alex@outsorceress.co.za).

**DIE AFRIKAANSE INSKRYWINGSVORM IS BESIKBAAR OP:**

[www.trophywineshow.co.za](http://www.trophywineshow.co.za)

## ROADSHOW

Old Mutual Trophy Wine Show Masterclass® tasting, Cape Town: **31 MAY**

Old Mutual Trophy Wine Show Masterclass® tasting, Durban: **5 JUNE**

Old Mutual Trophy Wine Show Masterclass® tasting, Pretoria: **6 JUNE**

Old Mutual Trophy Wine Show Masterclass® tasting, Sandton: **7 JUNE**

Old Mutual Trophy Wine Show Masterclass® tasting, Port Elizabeth: **12 JUNE**

Old Mutual Trophy Wine Show Masterclass® tasting, Bloemfontein: **13 JUNE**

Old Mutual Trophy Wine Show Masterclass® tasting, Windhoek, Namibia: **14 JUNE**

Old Mutual Trophy Wine Show public tasting, Sandton: **8 JUNE**

Old Mutual Trophy Wine Show public tasting, Cape Town: **15 JUNE**

Final date for purchase of Show allocations: **22 JUNE**

\*A full set of results will be posted on the website on 30 May from 15:30:  
visit [www.trophywineshow.co.za](http://www.trophywineshow.co.za)

# OLD MUTUAL TROPHY WINE SHOW 2012

## WHAT IT IS

The Old Mutual Trophy Wine Show is a national competition that seeks to identify the top wines in South Africa.

## HOW IT WORKS

Judging takes place at Grande Roche Hotel in Paarl. Panels comprising three judges (and an associate judge) with extensive wine competition experience – and including one overseas juror per panel – taste and score the submissions in each class using Riedel glasses. By means of the 100-point scoring system, they produce a consensus-driven result where wines scoring 90 and over win gold medals, 80 to 89 silver medals and 70 to 79 bronze medals. The gold-medal wines in each class go through to the trophy judging where all of the panellists re-assess them from freshly opened bottles. Tasters with producer interests are not in a position to judge their own wines at the first (medal) stage and their scores are disregarded at the trophy ballot. The competition results are audited.

## WHO RUNS THE SHOW?

### Michael Fridjhon:

South Africa's most respected international wine authority; chairman of the judges at the Old Mutual Trophy Wine Show; visiting professor of wine business at the University of Cape Town Graduate School of Business; past co-chairman of the International Wine Challenge; past panel chairman for the Wine Magazine Chenin Blanc Challenge; judge at numerous other competitions that have included the Five Nations Wine Challenge (Australia), International Wine and Spirit Competition (UK), the Royal Sydney Wine Show, the Australian National Wine Show as well as benchmark events in France, the United States, Chile and South Africa.

### The international judges:

ANTHONY ROSE UK-based wine correspondent for The Independent and contributor to Decanter Magazine, The World of Fine Wine, Fine Drink China and The Shanghai Daily.

BRIAN CROSER Past-President of the Australian Winemakers Federation, Decanter's Man of the Year 2004, Founder of Petaluma.

TOM CANNAVAN Wine writer, broadcaster and publisher/editor of wine-pages.com.

Founder of www.thewinegang.com.

### The South African judges:

GINETTE DE FLEURIOT CWM, CHRISTIAN EEDES, GARY JORDAN, ANGELA LLOYD, JAMES PIETERSEN and FRANCOIS RAUTENBACH. In addition, associate judges for the Show are selected from South Africa's new-generation winemakers and writers. A different associate judge sits with each panel on each of the medal-judging days of the Show. They participate in the tasting and the post-judging discussion although their scores are not taken into account in the final tally. Their involvement provides an essential training platform for the country's wine judges of the future.

## BENEFITS FOR PRODUCERS

The Show results receive extensive local and international coverage with a media value in excess of R3.3 million. The trophy, gold and silver medallists are presented at tastings in the country's major centres, as well as in Namibia. ICONS – South Africa's Best Wines Reviewed – details the leading entries at the Show, showcases the trophy and gold medal winners, and includes the judges' (comments on all of the medal-winning wines). Input from the judges, as well as scores and comments, are available to everyone who submits an entry.

Old Mutual's hospitality events for over 1500 guests also help to access an important premium market for wineries entering the Show.

## BENEFITS FOR CONSUMERS

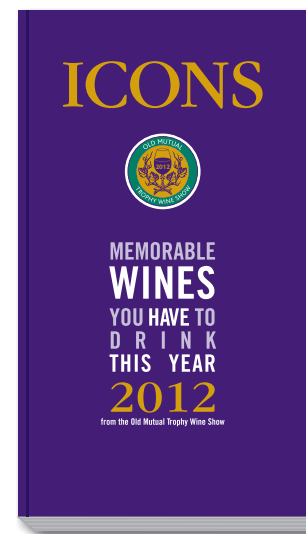
A ranked list of South Africa's top Show wines in each class and information about the leading wines substantially enhances consumer choice. Medal stickers facilitate quality wine identification in the increasingly confusing retail environment.

## BENEFITS FOR THE INDUSTRY

Enhanced recognition of South Africa's cutting-edge producers, rewards for wines that appeal to international palates, feedback from world-renowned panelists (a summary of the feedback session will be available in email format), increased wine sales and an annual book that focuses on the top end of the market – all bringing extensive benefits to the Cape wine industry as a whole. In addition, British Airways Comair has been an event partner since the inception of the show. As a result of this association it has now been decided that wines will only be considered for on-board listings in all classes of travel if they have been rated by the Show's judges.

## MUSEUM WINE JUDGING

The Museum Class competition provides an opportunity to assess the benefits of bottle ageing on older vintages of South African wines. Dry white wines at least four years old and all other wines at least eight years old may be submitted in the Museum Classes. Such entries are eligible for Museum Class trophies but are not subject to the normal stock availability criteria.



# COMPETITION RULES: 2012 OLD MUTUAL TROPHY WINE SHOW 30 IMPORTANT POINTS FOR YOUR ATTENTION!

## Entry Procedures

**1 Completed entry forms, certification documents (see rule 4) must be emailed or faxed to**

**OutSorceress Marketing on or before 2 April.** Late submission of entry forms may be accepted at the discretion of the Show chairman. Payment of entry fees on invoice. **NB Invoice serves as confirmation of entry.**

**2 Entry samples (see rule 7) bearing full/complete labels (see rules 6 and 7) must be delivered to Grande Roche Hotel in Plantasie Street, Paarl, between 2 and 3 May between 10:00 and 15:00. GPS Co-ordinates S33° 45'02" E18° 57'35".**

Late submission of wines will not be accepted. NB: A set of signed versions of entry kits as well as all certificates stapled together must accompany deliveries.

**3 Certification documentation (WSR 2a MUST have full analysis on the certificate) must accompany the entry forms.** In the event of a producer wishing to enter a bottled wine that has not satisfied or cannot satisfy the certification criteria of the Wine & Spirit Board, the sample must be accompanied by an independent analysis and a letter explaining why certification cannot or has not been obtained – such submissions will be accepted for judging at the discretion of the Show chairman. This notwithstanding, a submission must conform with the laws and regulations governing the production of wine in South Africa including, but not limited to, those detailed in the Liquor Product Act (Act 60 of 1989) and Health and Customs & Excise regulations.

**4 All information given on entry submission forms must be subject to verification and the producer must undertake to make available the originals of the relevant records where necessary. Medal-winning wines may be submitted to the Wine & Spirit Board and/or an independent laboratory for corroboration that the sample submitted for judging is identical to the wine as certified.**

**5 Only market-ready wines may be entered** – no tank- or barrel-samples will be accepted; submissions must be in their final, bottled condition and should have received full certification from the Wine & Spirit Board (see rule 3).

**6 Entry samples (wines) must be labelled** with either the actual wine label or a computer label stating the correct name and vintage of the wine. Please do not stick anything else on the bottles.

**7 Entry samples should comprise 6 bottles of each wine entered, with each entry separately boxed and clearly labelled** (see rule 8).

**8** Each box containing the samples must clearly indicate the name of the producer and the words “Old Mutual Trophy Wine Show”.

**9 Wine may be entered only by the producer responsible for the brand.** The producer in terms of this regulation shall mean a person, partnership, association, co-operative, company or corporate body producing wine or growing grapes and having the wine produced for him/her for the purpose of sale by wholesale or retail under the name or preferred business name of the producer as stated on the entry form.

## Volume Requirements

**10** The minimum amount produced must be 900 litres (100x12x750ml cases or equivalent volume) in the case of all but dessert and port wines, for which the minimum production requirement is 450 litres.

**11 At least 360x750ml bottles (126 litres in the case of dessert and port wines) must be available at the cellar from the date of entry in the competition until 22 June.** This includes wine reserved for promotional purposes which may be deducted from the quantity in the event of the show organisers placing an order for it (see rules 12 and 13). \*

**12 All entrants must be able to supply up to 72 bottles (or equivalent volume) of each entry for the Roadshow, of which 50% must be supplied free. This applies to medal winners only, who will be advised during the week of 14 May.**

**13 25 cases of 12x750ml (or equivalent volume) – or half this amount in the case of dessert and port wines – is the minimum quantity of each wine that must be available for sale to the Show organisers or their appointed agents** at a price that is no higher than the best farm price, excluding transport, at which the cellar's Cape or Gauteng agent is supplied (this price to be specified on the entry form). **Producers must reserve this stock until close of business on 22 June**, by which time the Show organisers or their appointed agent will have indicated whether they wish to exercise the right to take up some or all of this reserve – to be used either to supplement volumes made available for the Old Mutual Public and Masterclass® Tastings, or to be marketed to enhance awareness of the Show and generate greater consumer demand for the Show's award-winning wines. The purchase up until and including 22 June of a portion of this reserve by the Show organisers may not constitute the full and final purchase of this reserve from the producer. Accordingly producers must retain the balance of the reserve until close of business on 22 June or until advised in writing by the Show organisers that the remainder of the reserve is no longer required. \*

**\* Volume requirements are waived for entries in a “Museum Class”** (see Classes of Entry) for wines that are at least four years old in the case of dry white wine or at least eight years old in the case of all other wines – entrants only need to submit 6 bottles (6x750ml or equivalent volume) for judging purposes, but no further requirements apply in terms of availability at the cellar after the Show, or to Old Mutual for Public and Masterclass® tastings, or for purchase by the Show organisers for promotional purposes.

## Fee Payments

**14 The entry fee in the case of entry forms submitted by or before 2 April is R975 incl. VAT for each wine entered and the full amount must be paid by EFT on invoice from the Trophy Wine Show by 5 April.** Electronic payments must be made to the Trophy Wine Show, Account name: Vinifera; Bank: Nedbank Ltd; Branch Code: 172805; Account No: 1017661898. Ref: Your invoice no. Proof of payment must faxed to 011 507 6027. **NO CASH/CHEQUE PAYMENTS WILL BE ACCEPTED.**

**15** Late submission of entry forms may be accepted at the discretion of the Show chairman (subject to a surcharge of R100 per entry, in which case the total entry fee per wine will be R1075 incl. VAT) for entries from 3 April.

**16** Entries for which no payment has been made will be disqualified.

**17** Entry fees are not refundable.

## Bottle Stickers

**18** Entrants whose wines win a medal or trophy at the Show will be entitled, by way of appropriate stickers issued by the Old Mutual Trophy Wine Show, to indicate their achievements on the bottles of such wines. **Such stickers may only be affixed to bottles originating from the same certification by the Wine & Spirit Board as the samples submitted to the Show judging panel.**

**19 Entrants requiring bottle stickers in respect of medal- or trophy-winning wines can purchase these stickers from the Show organisers at R295 (including VAT) per 1000** – bottle sticker orders can only be accepted in multiples of 1000.

**20 Entrants' requirements regarding bottle stickers for these wines should be stated on the bottle sticker order form included with the entry kit.** Submission of this form is an integral part of completion of the Show entry and constitutes an irrevocable purchase order. Orders for stickers in excess of the quantity ordered by the producer at the time of the submission of entry forms or any additional orders submitted after the Show will be subject to a surcharge.

**21** Bottle stickers will be couriered at the entrants' expense of R75.

**22** An invoice for stickers ordered for each successful wine plus courier charge will follow the results announcement.

## Declaration

**23** Entrants declare in submitting wine for judging in the Show that such wine has been made strictly in accordance with the regulations pertaining to wine production in South Africa and that no flavourant (natural, nature-identical or artificial) has been used in its production. Entrants further declare that the samples submitted have been drawn from that portion of the stock identified by the WSB certification accompanying this entry and are in all respects identical to that stock. In the event of any of the wine covered by this submission winning an award, entrants confirm that the stickers issued will only be applied to bottles from the same batch and bearing the identical WSB certification.

## Judging Procedures

**24** All entries will be judged in categories according to the variety and/or type of wine (the class) to which it belongs. The Show chairman may amend the class of entry of a submission if, in his opinion, the integrity of the competition will be best served by this amendment.

**25** The chairman of each judging panel – or failing him/her, the Show chairman – will attempt to achieve consensus between the members of the panel as to the score given to a particular wine.

**26** Submissions will be judged on a 100-point system and medals will be awarded on the following basis:  
Gold = 90 points or more (superlative, world class)  
Silver = 80 to 89 points (excellent, wine of distinction)  
Bronze = 70 to 79 points (good to very good)

**27** The gold medal winners in each class will be entered by the judging panels for the trophy selection.

**28** The Show chairman may be called upon by a panel chairman in the event of consensus not being reached in respect of a score awarded to a particular wine. In this event, the Show chairman will determine a score.

**29** All of the judges on the various panels will judge the trophy wine submissions, and the Show chairman will have a casting vote in the event of a deadlock on any decision regarding the awarding of a trophy.

**30** The Show chairman will have the power to disqualify any submission that in his/her opinion does not fully comply with the competition regulations.

## COMPETITION ENTRY DATES

**2 April** = closing date for the submission of documentation and payment (completed entry form, bottle sticker order form, certificates). **Email to alex@outsorceress.co.za or fax to 011 507 6027.** DO NOT DELIVER ENTRY KITS TO SAWIS.

**5 April** = closing date for payment of entry fee.

**2 to 3 May** = dates that entry samples will be accepted (wines to be delivered to Grande Roche Hotel between 10:00 and 15:00 ONLY); 6 bottles per entry, with boxes to be clearly marked. DO NOT DELIVER WINES TO SAWIS.

## CHECKLIST – ENTRY DOCUMENTS

1. Entry forms to be completed in full. Incomplete forms will NOT be accepted. PLEASE NOTE THAT THE ANALYSIS ON THE ENTRY FORM MUST CORRESPOND WITH THE WSB 2A for each entry.
2. Certification: WSR 4a & 2a. IMPORTANT: complete analysis must be included on WSR 2a in order to ensure the correct tasting sequence.
3. Bottle sticker order form: should you not require stickers, please still complete the order form and state “zero” wherever applicable (or simply draw a line through the “number of stickers required” section and submit the form with your entry documents.
4. Please clarify with the organisers any queries regarding classes of entry before submitting your entry.

## CHECKLIST – DELIVERY OF WINES

1. Each entry to be packed in its own box (not included with other entries).
2. Wine samples/bottles to be clearly labelled.
3. Name of producer plus name of entry/wine and vintage/year of harvest to be stated clearly on each box.
4. A full set of documents (see rule 3) must accompany the delivery of wines.
5. Delivery to Grande Roche Hotel, Plantasie Street on 2 and 3 May between 10:00 and 15:00 GPS Co-ordinates: S33° 45'02" E18° 57' 35". Grande Roche Hotel is extremely strict about time of deliveries – please adhere to the times stated above (deliveries will not be accepted on any other day).

## ENQUIRIES

Contact Alex Mason-Gordon at OutSorceress Marketing:

Tel: 011 482 5936, Cell: 083 308 1447, Email: alex@outsorceress.co.za.

## WEBSITE

Entry forms, rules of the competition, classes of entry, important dates and more information about the Old Mutual Trophy Wine Show are also available online at [www.trophywineshow.co.za](http://www.trophywineshow.co.za).

**DIE AFRIKAANSE INSKRYWINGSVORM IS BESIKKBAAR OP [www.trophywineshow.co.za](http://www.trophywineshow.co.za).**

## CLASSES OF ENTRY

**White Wine** (under 20g/litre sugar)

1. Sauvignon Blanc/Semillon Blend unwooded
2. Sauvignon Blanc/Semillon Blend wooded
3. Other unwooded White Blend
4. Other wooded White Blend
5. Unwooded Chardonnay
6. Wooded Chardonnay
7. Unwooded Sauvignon Blanc
8. Wooded Sauvignon Blanc
9. Unwooded Chenin Blanc
10. Wooded Chenin Blanc
11. Semillon
12. Viognier
13. Rhine/Weisser Riesling
14. Other unwooded White Varieties
15. Other wooded White Varieties

**White Wine** (over 20g/litre sugar)

16. White Blends
17. White Varieties

**Rosé and Blanc de Noir**

18. Rosé
19. Blanc de Noir

**Red Wine**

20. Dry Red Blend containing at least 30% Pinotage \*
21. Dry Red Blend containing at least 30% Shiraz \*

\* Where a blend contains 30% or more of both Pinotage and Shiraz, wines dominated by Pinotage should be in Class 20 and wines dominated by Shiraz should be in Class 21

22. Bordeaux-style Red Blend made (only) from two or more of the following varieties: Cabernet Sauvignon, Cabernet Franc, Malbec, Merlot, Petit Verdot
23. Other Red Blends
24. Cabernet Sauvignon
25. Cabernet Franc
26. Merlot
27. Pinotage
28. Shiraz/Syrah

29. Pinot Noir

30. Other Red Varieties

**Fortified Wine**

31. White Muscat varieties (comprising at least 85%)
32. Red Muscat varieties (comprising at least 85%)
33. Non-Muscats (no more than 15% Muscat varieties in the blend)
34. Sherry
35. Cape Ruby
36. Cape Tawny
37. LBV
38. Cape Vintage/Cape Vintage Reserve

**Dessert Wine (unfortified)**

39. Natural Sweet
40. Botrytis Wines (NLH)
41. Other

**Sparkling Wine**

42. Bottle Fermented (Méthode Cap Classique)
43. Other

### Museum Classes

The Old Mutual Trophy Wine Show includes a section for “Museum Wines”. Volume and availability criteria applicable to all other classes have been waived in terms of wines entered in the “Museum Classes” for dry white wines at least four years old and all other wines at least eight years old. Entrants should suffix the relevant class number with an “M” on their entry forms, e.g. 6M for wooded Chardonnay, 24M for Cabernet Sauvignon, 42M for Cap Classique, etc.

**N.B. WINES ENTERED IN SINGLE VARIETY CLASSES MUST CONTAIN AT LEAST 85% OF THAT CULTIVAR.**

**N.B. WINES LABELLED AS SINGLE VARIETIES CANNOT BE ENTERED IN BLENDED CLASSES.**

**N.B. WINES BRANDED WITH MORE THAN ONE VARIETAL ON THE FRONT LABEL CAN NOT BE ENTERED INTO SINGLE VARIETY CLASSES.**



# ENTRY FORM: OLD MUTUAL TROPHY WINE SHOW 2012

Email to: alex@outsorceress.co.za or Fax to: 011 507 6027

Copies of all certification to accompany entry form (NB full set, including certification, to also accompany wine deliveries)

For producers requiring more entry forms:  
photostat copies of this page are acceptable,  
or visit www.trophywineshow.co.za.

CLASS OF ENTRY (number)	NAME & VINTAGE & ANALYSIS Full brand name as per bottle label				GRAPE VARIETIES (by %)	PRICE TO SHOW (incl. VAT)	PRICE TO CONSUMER (incl. VAT)	PRODUCTION & ORIGIN RELEASE DATE & AVAILABILITY (see below)			
						Price per bottle:	Price per bottle:	Quantity produced (litres):			
	APPLICATION NO:					Bottle size (ml):	Closure SC/cork/other	Area of origin (of grapes):			
						ALC	R/S	T.A	pH	Release date (month, year):	
								Quantity for sale until 22 June:			
	APPLICATION NO:					Bottle size (ml):	Closure SC/cork/other	Area of origin (of grapes):			
						ALC	R/S	T.A	pH	Release date (month, year):	
								Quantity for sale until 22 June:			
	APPLICATION NO:					Bottle size (ml):	Closure SC/cork/other	Area of origin (of grapes):			
						ALC	R/S	T.A	pH	Release date (month, year):	
								Quantity for sale until 22 June:			
	APPLICATION NO:					Bottle size (ml):	Closure SC/cork/other	Area of origin (of grapes):			
						ALC	R/S	T.A	pH	Release date (month, year):	
								Quantity for sale until 22 June:			

Producer:	<p><b>Declaration by entrant:</b> I declare that the wine has been made strictly in accordance with the regulations pertaining to wine production in South Africa and that no flavourant (natural, nature-identical, or artificial) has been used in its production. I further declare that the samples submitted have been drawn from that portion of the stock identified by the WSB certification accompanying this entry and are in all respects identical to that stock. In the event of any of the wine covered by this submission winning an award, I confirm that the stickers issued will only be applied to bottles from the same batch and bearing the identical WSB certification. Furthermore, I will provide and maintain required stock for promotional and sales purposes as per rules 10 - 13. I confirm that the selling prices shown on the entry form are correct and acknowledge that these will be the amounts applied by the show organisers where awards are made based on the price/value ratio of a wine. I confirm that all information, whether in respect of actual wines entered or the winery itself, is entirely accurate and may be used in the preparation of Icons.</p>	<b>INVOICE DETAILS</b>	
Winemaker:		<b>COMPANY:</b>	
Contact person for all communication relating to the Old Mutual Trophy Wine Show 2012:		<b>POSTAL ADDRESS:</b>	
Telephone:		<b>VAT REGISTRATION NO:</b>	
Mobile:		<b>Payment must be made to:</b> <b>Account Name:</b> Vinifera <b>Bank:</b> Nedbank Ltd. <b>Branch code:</b> 172805 <b>Account No.:</b> 1017661898 <b>Ref:</b> Your invoice no.	
Email:			
<b>Signature</b> of entrant:			
<b>Name</b> of signatory:			



## TROPHIES

Trophies for the best of the gold medal winners – wines scoring 90 or more out of 100 – may be awarded in all classes and to the museum entries in all classes. Cultivar and category trophies (e.g. Cape Port, Sparkling Wine and/or cultivar specific Trophies) will be awarded to the highest scoring wine within the relative classes. e.g the Miele Trophy for Best Chardonnay will be awarded to the highest scoring gold medal Chardonnay in either the unwooded or wooded class. These include (but are not limited to):

Fairbairn Capital Trophy for Most Successful Winery  
Old Mutual International Judges' Trophy  
Old Mutual Trophy for Best Red Wine  
Old Mutual Trophy for Best White Wine  
Old Mutual Trophy for Best Sparkling Wine  
Old Mutual Trophy for Best Dessert Wine  
Old Mutual Trophy for Discovery of the Show \*  
American Express Trophy for Best Cabernet Sauvignon  
British Airways Comair Trophy for Best Shiraz  
Grande Roche Trophy for Best White Blend  
Harold Eedes Trophy for Best Chenin Blanc

Just Riesling Trophy for Best Riesling  
Miele Trophy for Best Chardonnay  
Riedel Trophy for Best Bordeaux-style Red Blend  
Tony Massop Trophy for the Best Cape Port  
Best Pinotage  
Best Pinotage-based Red Blend  
Best Sauvignon Blanc  
Best Sauvignon Blanc Semillon Blend  
Best Semillon  
Best Shiraz-based Red Blend  
Best White Blend

\* The trophy for the Discovery of the Show (best value) will be made to the gold medal winner whose final score, divided by its pre-show price (in Rands – adjusted by a red wine/white wine index) produces the highest quotient.

### SHOW STATISTICS 2009

23 trophy-winning wines  
26 trophies awarded  
25 wineries won gold medals  
32 gold medal winners  
89 silver medal winners  
329 bronze medal winners  
450 medals awarded  
1014 wines judged in total

### SHOW STATISTICS 2010

14 trophy-winning wines  
18 trophies awarded  
17 wineries won gold medals  
25 gold medal winners  
70 silver medal winners  
330 bronze medal winners  
425 medals awarded  
1156 wines judged in total

### SHOW STATISTICS 2011

18 trophy-winning wines  
24 trophies awarded  
19 wineries won gold medals  
25 gold medal winners  
116 silver medal winners  
430 bronze medal winners  
571 medals awarded  
1070 wines judged in total