



2020 Interwine Grand Challenge(IGC)

2020 Interwine 葡萄酒与烈酒大奖赛

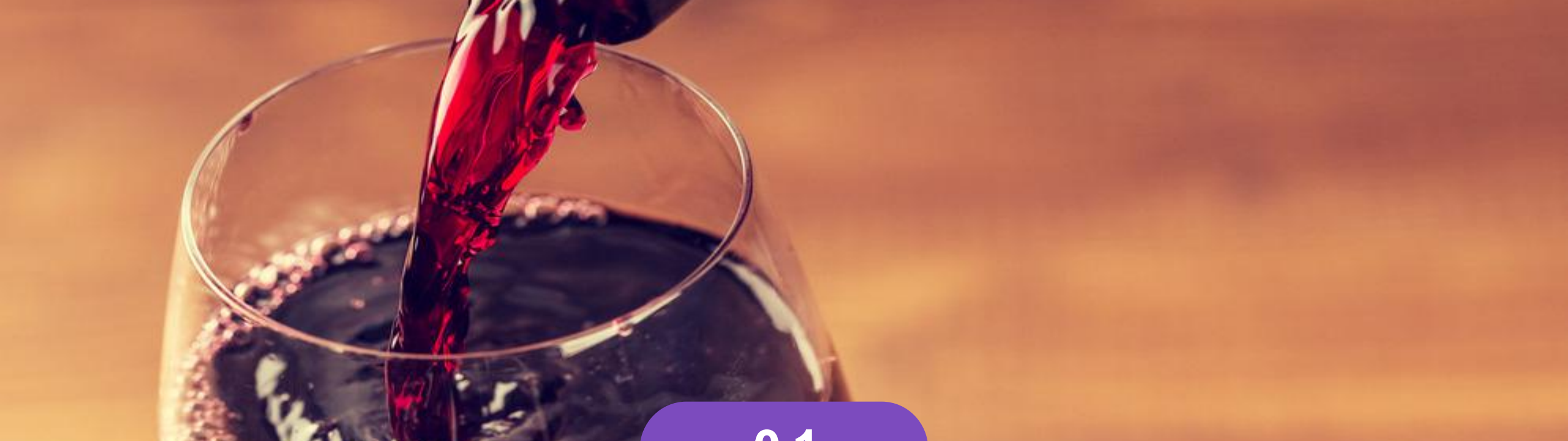
6-8 Nov 2020

Guangzhou, China

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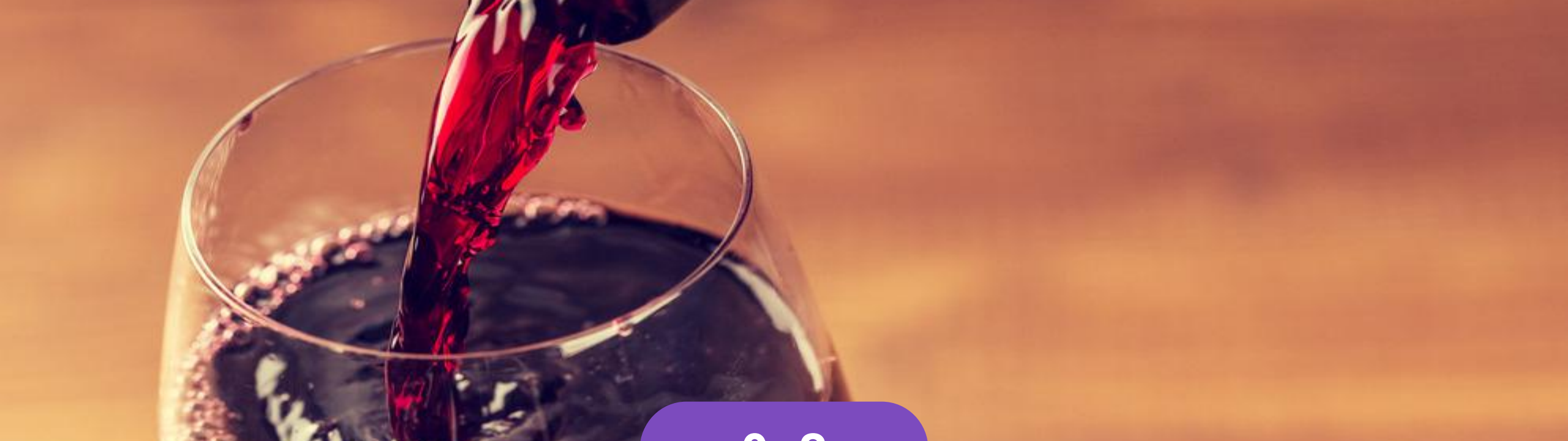
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IGC INTRODUCTION



2020 IGC - Interwine Grand Challenge

- ✓ Launched by Interwine China , being one of the leading wine competitions in wine industry;
- ✓ Successfully organized for **24** sessions with profound impact on the Chinese consumption market;
- ✓ Honor those diligent producers and enhance their brand image as well as providing reference for consumers identifying good and authentic wines;
- ✓ Build up the bridge for producers and consumers, and advance the development of wine industry;



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ORGANIZATION



APPROVED BY

The Ministry of Commerce of PRC;
Department of Foreign Trade
and Economic Cooperation of
Guangdong Province



HOSTED BY

Ketong International
Exhibition (Guangzhou) Co.
Ltd.
Committee of Interwine China



CO-ORGANIZER

KAGARO WAREHOUSE
YECHENG WINESET



STRATEGIC PARTNER

Guangdong Radio and
Television
Southern Media Corporation
PUTAOJIU.COM



SUPPORTED BY

ICEX España Exportación e Inversiones

The Valencia Institute of Exportation (IVEX)

Castilla-La Mancha

Aragon Exterior

Spanish Chamber of Commerce

Sud de France

French Chamber of Commerce and Industry

Enoteca Regionale Emilia Romagna

Associazione Sviluppo Imprese Italiane all'Estero

Italian Wine and Food Association

AICEP

Enterprise Greece S.A

Portugal Embassy

Chilean Chinese Chamber of Commerce

Wine of Moldova

Prochile

Wine Institute of California

AJEPC

Wines of Brazil

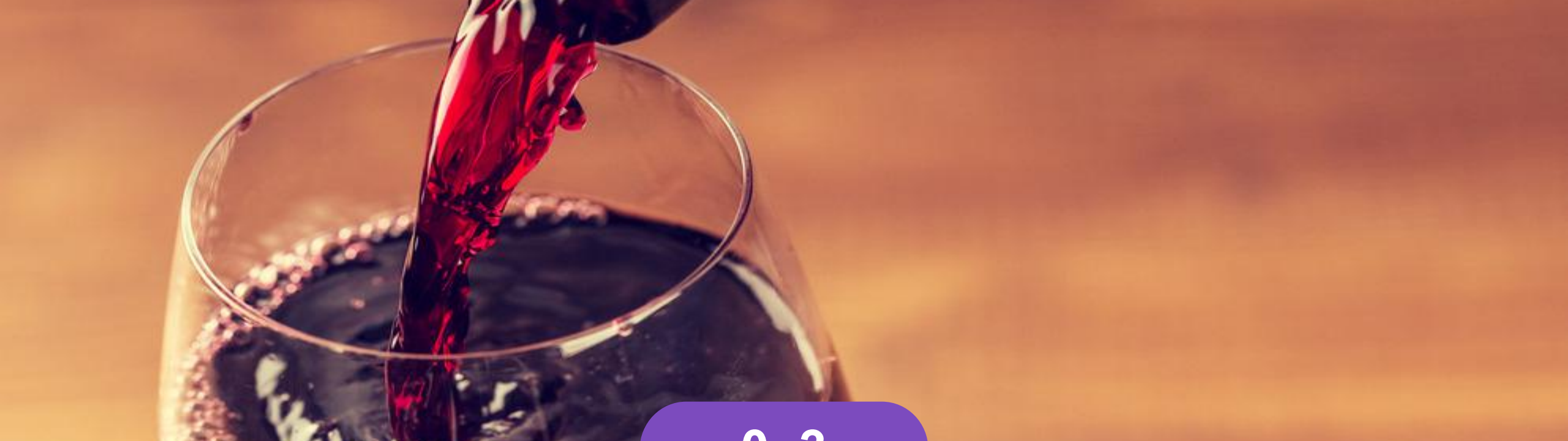
Wines Of Tejo

Consorzio Vino Chianti

Wines of Chile

Wines of Argentina

Promendoza Argentina



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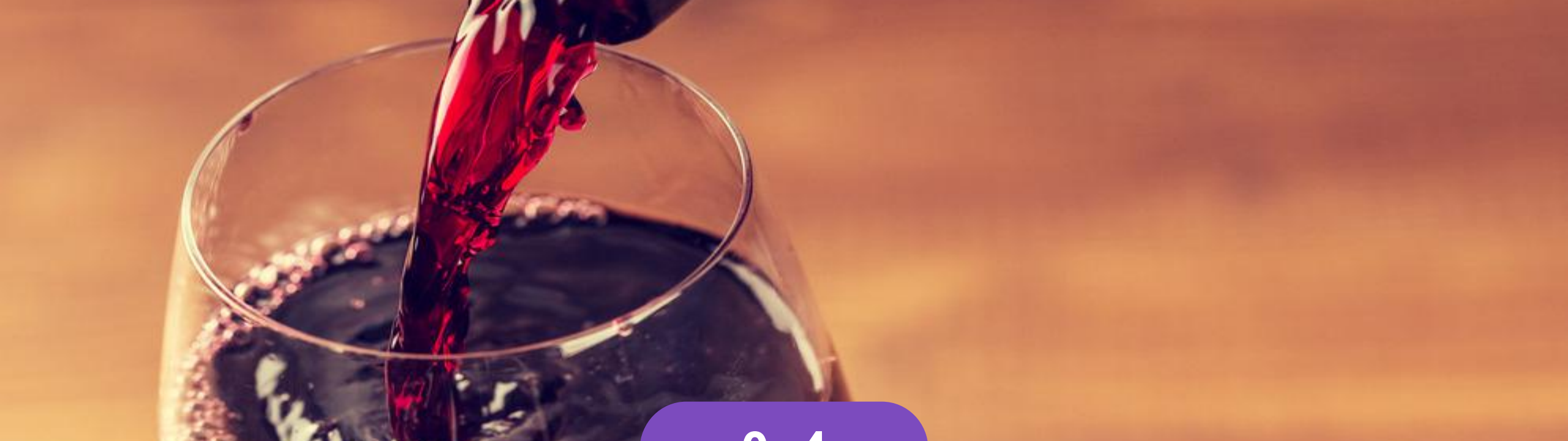
PREVIOUS SESSIONS

REVIEW



REVIEW





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JURY ORGANIZATION COMPOSITION

Previous Judges

- Focusing on worldwide quality wines and spirits
- Following strictly international rules to collect samples
- Based on the principle of open, fair and transparency
- One of the fairest and most authoritative competitions in China

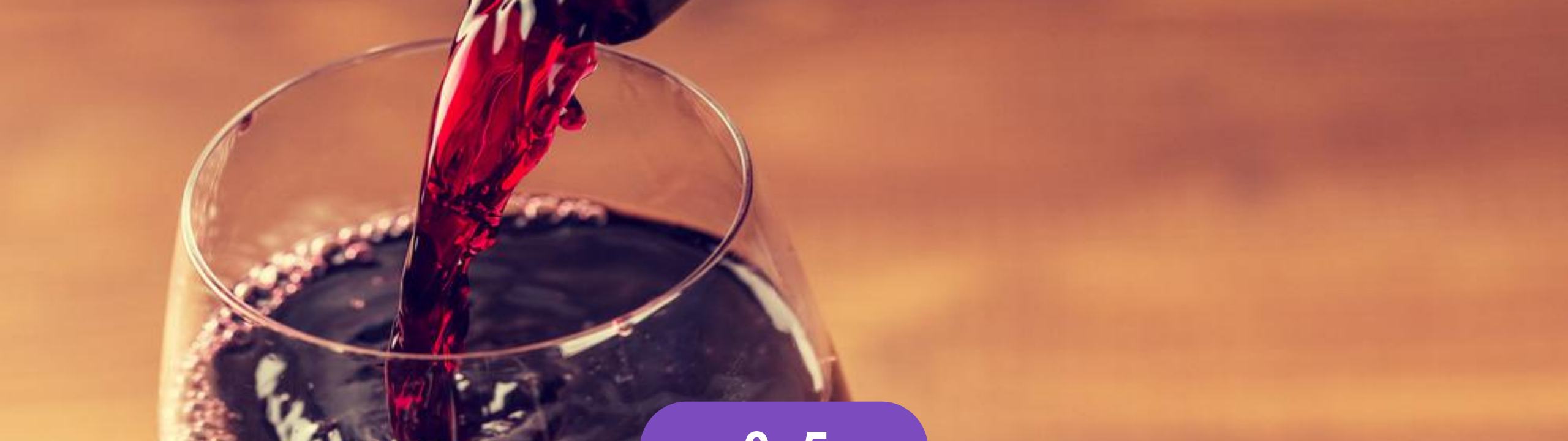
Judges: MW, Industry Professionals, WSET Lecturers, Key Opinion Leaders, Supervised Judges

Prestigious judges team making a high standard and the greatest competition, catering for the market in mainland China

Competition: Strictly executing international rules

Blind tasting ensure the fairness and authority of the event





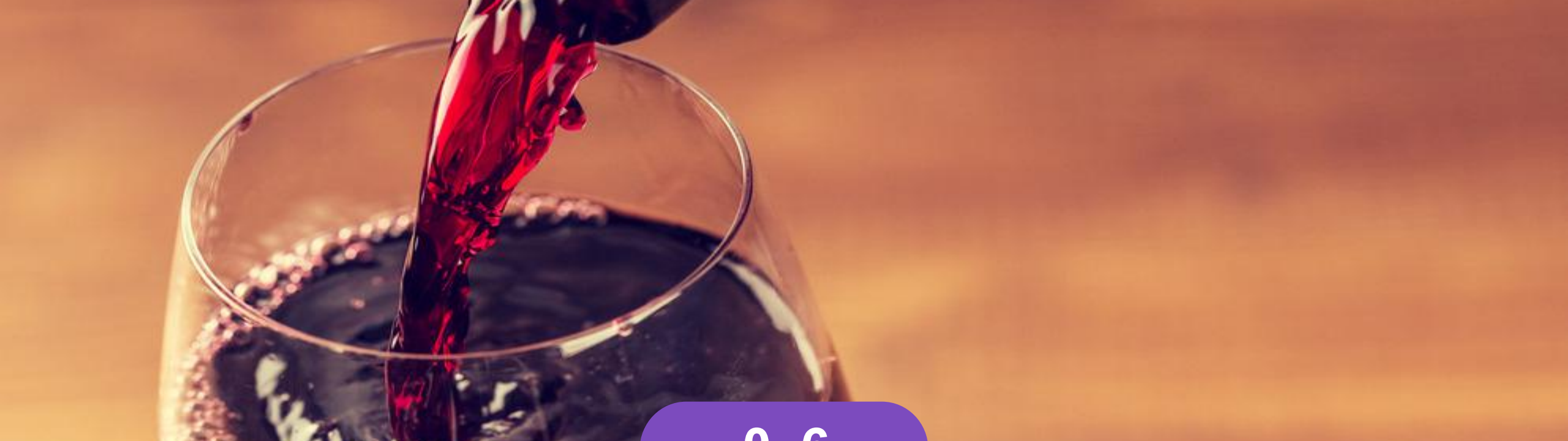
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MEDIA PROMOTION

Media & Internet Promotion

Over 100+ professional medias will cover throughout IGC, including key newspapers, online publications and journalists. Comprehensive promotion with exposure on video clips, broadcast, official wechat, weibo and offline ceremony etc.





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BENEFITS

IGC official certificates and stickers

Winners are provided with IGC official certificates and stickers.

Results are to be announced during Interwine Fair period.



Wines & spirits are tasted and divided into groups at price levels (retailing price in China).

Group A: < 150 yuan;

Group B: 150-299 yuan;

Group C: 300-599 yuan;

Group D: 600-1000 yuan;

Group E: > 1000 yuan;

Awarding rate is around 30% in each group

Winner Promotion Plan

Double Gold & Gold

1. Showcase without any charge in 5 Interwine roadshows; no more than 2 items in each roadshow; delivery fee borne by winner;
2. Showcase onsite 90+ *Premium Wine & Spirits Area* in Interwine China, i.e. 9-11 Nov Guangzhou; 6 bottles per item, or winner can arrange staff onsite.

Exposure on over 200 masterclass

Winners will be promoted in masterclasses onsite Interwine fairs as well as roadshows across China;

Promotion through online platforms



200 DOLLARS ONLY TO ACHIEVE WORTHLESS PROMOTION!

Interwine Official
Promotion worth
¥200,000+

Awarding ceremony
and dinner



MW Recognition Worth
¥100,000+

Recognized by Masters of Wines
and promoted in MW masterclass

Roadshow Showcase
worth **¥400,000+**

Showcase in Interwine
roadshow and in Interwine Fairs
for Gold winners and above



Media Promotion
worth **¥100,000+**

Enroll in IGC Yearbook
worth **¥50,000**

Winner Certificates & Stickers
worth **¥20,000/item**



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HOW TO APPLY

How to participate in IGC ?



Procedure

- 1.Fill in the application form
- 2.Confirmed by organizer
- 3.Deliver samples



Deadline

Application Deadline

20 Oct 2020

Sample Arrival Deadline

25 Oct 2020



Entry Fee

USD 200/entry



Sample Add.

To be confirmed



Sample Quantities

6 bottles/entry/750ML



Contact

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THANKS

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