

2022 年度中国市场 TOP50 德国葡萄酒评选
2022 China TOP50 German Wine Competition
酒款招募说明 Wine Recruitment Instructions

I. ABOUT TOP50

“中国 TOP50 德国葡萄酒评选”的活动（以下简称 TOP50）已经在中国市场上成功举办六年，哪怕是在新冠病毒流行的 2020 与 2021 年，也各有 172 款和 206 款葡萄酒参赛。在过去的六年中，非常多的中国葡萄酒从业人士（进口商、经销商、零售商、侍酒师、讲师等）和消费者通过每年的 TOP50 榜单以及我们组织的相应的品鉴会认识并熟悉了众多优秀的德国葡萄酒。

“China TOP50 German Wine Competition” (TOP50 in short) has been successfully held in past 6 years, even in the Covid-19 pandemic years 2020 & 2021 there were still 172 & 206 wines registered. During the past 6 years, many Chinese wine professionals (importer, dealer, retailer, sommelier, educator, etc.) and wine consumers have recognized a big number of excellent German wines through our TOP50 Guides, and the tastings or seminars that we held accordingly.

II. 2022 TOP50 Plans 2022 年 TOP50 评选计划

2022 年我们将继续进行第七届 TOP50 评选，并**第一次和 ICG (InterWine Grand Challenge) 合作**。ICG 葡萄酒大赛在中国的华南地区具有强大的影响力，并能够通过 InterWine 葡萄酒展会和城市巡展辐射全国。与 ICG 的合作意味着，参选的酒款将有机会同时获得德国葡萄酒 TOP50 奖项以及 ICG 的奖项（如双金奖、金奖、银奖、铜奖等），并同时受益于双方的宣传与推广活动。**注意，德国葡萄酒协会将确保 ICG 的评委会中包括若干熟悉德国葡萄酒的专业人士。**

In 2022 we will continue our 7th TOP50 competition, and this time we will **cooperate in the first time with ICG (InterWine Grand Challenge)**, a wine competition with years of powerful influences in South China and, through InterWine exhibitions and city roadshows to reach major wine markets throughout China. This cooperation means, all wines will get the chance to win a “TOP50” award and an ICG award (Double Gold, Gold, Silver, Bronze, etc.) in the meantime.

And of course, benefit from promotions of both sides. **Wines of Germany China Office ensures that IGC judge panels shall include a few wine professionals who know well German wines.**

2022 年我们计划招募 200 款葡萄酒参赛。这些葡萄酒将由 IGC 评委们的盲品品鉴，通过打分的形式最终将评选出 IGC 的各个奖项。其中得分最高的 50 款（约）葡萄酒，将获得德国葡萄酒协会的 TOP50 德国葡萄酒奖项，以及得分最高的 10 款黑皮诺，将获得德国葡萄酒协会的 TOP10 德国黑皮诺奖项。

Our goal in 2022 is to recruit 200 wines for competition. Through the IGC system and their judges blind tasting scores, IGC will announce their awards. At the same time, Wines of Germany China Office will select 50 top-scored wines (or around 50) to award its TOP50 German Wine Awards and, 10 top-scored Pinot Noir wines to award its TOP10 German Pinot Noir Awards.

获奖酒的后续的推广方式/活动，将包括（但不限于）：

- IGC 与德国葡萄酒协会共同举办的 TOP50 颁奖晚会，以及新闻稿
- 获得德国葡萄酒协会的 TOP50/TOP10 得奖酒奖状、酒贴/酒挂，以及得奖酒手册
- 获得 IGC 的得奖酒奖状、酒贴/酒挂
- 在 4 场 InterWine 城市巡展中，于德国得奖酒品鉴大师班上的曝光机会
- 在 2023 年 TOP50 举办前，德国葡萄酒协会各类活动中的曝光机会，如行业大师班、行业培训、媒体活动、ProWine Shanghai 的 TOP50 得奖酒吧台品鉴等。

Promotion materials and events for winning wines will include (but not limited to):

- TOP50 Awarding Night, organized by IGC & Wines of Germany, and the press release
- TOP50/TOP10 Awards certificates, stickers/hang tags, and TOP50&TOP10 brochures
- IGC Awards certificates, and stickers/hang tags
- Exposure chances at 4 master classes during 4 InterWine City Roadshows
- Different exposure chances at Wines of Germany activities (trade master classes, trade trainings, media events, ProWine Shanghai TOP50 Tasting Bar, etc.) before 2023's TOP50

III. Wine Registration Requirements 报名要求

1. 所报名的葡萄酒须由在德国境内种植的葡萄果实所酿成

2. 任何报名酒款都需要已经出现在中国大陆市场，并需要提供建议零售价（人民币）。
我们不为海外寄送的葡萄酒样品提供清关服务
3. 每款所需的比赛样品酒数量：3 瓶（以 750ml 计算）
4. 每个进口商总计不得报名超过 12 款葡萄酒（黑皮诺例外）
5. 每个进口商至少一半的报名酒款，其建议零售价须低于 400 元人民币/瓶（黑皮诺例外）
6. 当一个进口商提交了超过 6 款葡萄酒，则至少一半必须为干型葡萄酒
7. 每个德国生产者不应该有超过 2 款葡萄酒报名
8. 所有 TOP50 与 TOP10 得奖葡萄酒，须提供 2 瓶用于 2022 年 5 月 15 日举办的颁奖晚会。提交报名表即视作认可该要求。
9. 所有 TOP50 与 TOP10 得奖葡萄酒，须向德国葡萄酒协会提供 8 瓶（以 750ml 计），用于协会的各类市场活动。提交报名表即视作认可该要求。

1. Any registered wine needs to be made from grapes that grown in Germany
2. Any registered wine should have appeared in Mainland China market, and we require a suggested retail price in RMB. We don't provide custom clearance service for overseas sample delivery.
3. Requires 3 bottles (calculated by 750ml bottle) per wine for judging
4. We accept no more than 12 wines from each importer. Pinot Noir excepted.
5. At least half of the wines from one importer must be under 400 RMB per bottle (suggested retail price). Pinot Noir excepted.
6. If one importer registered more than 6 wines, at least half must be dry wines
7. We accept no more than 2 wines from one German producer
8. Any final TOP50/TOP10 winning wine, should be provided 2 bottles to support the Award Night held on 15th May 2022. Your application form will be seen as the agreement to this requirement.
9. Any final TOP50/TOP10 winning wine, should be provided 8 bottles (calculated by 750ml bottle) to Wines of Germany China Office to support its following marketing events. Your application form will be seen as the agreement to this requirement.

IV. How to register 如何报名

1. 报名费用：0 元

2. 请在 2022 年 3 月 20 日前将您的报名表（见附件 excel 文件）发送到：
tan.wu@winesofgermany.com.cn
3. **当报名总酒款数量达到 200 款时，报名自动截止。**
4. 我们将检查你的报名酒款是否符合要求，并在 2022 年 4 月 10 日前通过邮件确认您的报名，并同时告知比赛样品酒寄送地址。
5. 比赛样品酒须在 2022 年 4 月 30 日前抵达指定地点。只有按时寄到的、数量充足的比赛用酒才被试做最终报名成功。
6. 比赛时间：2022 年 5 月 5-7 日
7. 比赛结果通知：2022 年 5 月 10 日前
8. 颁奖晚会：2022 年 5 月 15 日晚，广州

1. **Registration Fee: 0**
2. Please send your application form (see attached excel file) before 20th March 2022 to:
tan.wu@winesofgermany.com.cn
3. **When the total registration wines reach 200, we don't accept any more applications.**
4. We will check your application form and confirm your registrations by email before 10th April 2022. And to inform the samples delivery address in the meantime.
5. Wine judging samples needs to be arriving to appointed address before 30th April. Only the on time arriving samples with enough bottles would be seen as final successful registration.
6. Competition date: 5th to 7th May 2022
7. Announcement of Awards: before 10th May 2022
8. Award Night: Evening of 15th May 2022

任何问题请联系 For any question please contact:

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