



ABSA TOP 10 PINOTAGE COMPETITION 2010



Celebrating 350 Years

DEADLINE FOR ENTRIES 15TH JULY 2010





The Absa Top 10 Pinotage Competition is sponsored by Absa Bank, a member of the Barclays group.

It is organised by the Pinotage Association in the pursuance of its objective, namely the *advancement and promotion of wine made from Pinotage grapes.*

The aim of the Competition is the annual identification of ten Pinotage wines which will serve as benchmarks for the development of distinctive South African Pinotage and illustrate the uniqueness of Pinotage in the international wine world.

2010 COMPETITION JUDGES

Duimpie Bayly - Cape Wine Master - Chairman of the SA National Wine Show - Non-executive Director of Distell Ltd - Chairman of the Wine & Spirit Board's Technical Committee.

Gert Boerssen - Manager/Winemaker at Wellington Winery - Secretary of the Pinotage Association - Senior member of the Pinotage panels at the Young Wine and Veritas competitions.

Hannes Storm - Winemaker at Hamilton Russell Vineyards and Southern Right Cellars that specializes in classically styled Pinotage. Travels regularly overseas tasting wine and broadening his knowledge.

David Molyneux-Berry - Master of Wine - International guest judge-based in Egypt - now currently consulting for Al Ahram Beverages Company (ABC) which is owned by Heineken. David is an expert on wine fraud.

Dave Hughes - Honorary Cape Wine Master - Life member of the International Wine and Food Society - a senior international judge - Founder of the Cape Wine Academy.

Susan Erasmus - Winemaker at Vrede en Lust - tastes on various wine panels and regular judge on competitions such as Veritas, Young Wine Show and SAA awards.

Jonathan Steyn - Co-owner of Belthazar Restaurant and Wine Bar: wine writer - tastes for Wine magazine - Contributing Editor (Wine) for GQ Magazine South Africa - on the Southern African Academy for the San Pellegrino Top 50 Restaurants in the world.



After all wines have initially been evaluated "blind" in accordance with the 20 point system, further bottles of the 30 - 40 wines with the highest individual scores during the initial round will again be evaluated to determine the 20 finalist wines.

Each judge will thereafter independently and without any specific preference rank his choice of the 10 best wines.

There is ample provision for promotional opportunities for the winning wines and their winemakers. Various media releases and advertorials are facilitated by the Pinotage Association during the six months following the announcement of the results of the Competition.

Winemakers are also afforded the chance to present their wines on national radio and at other prestige events, including wine tastings organised locally and abroad by the sponsor for its high-profile clients.

The Pinotage Association also exhibits the winning wines at the annual London International Wine Fair to offer them to the world as examples of outstanding Pinotage wines.

Special decals are available to affix to the bottles of winning wines so as to enhance their visibility at points of sale.

The producers of the winning wines will be required to sell 720 bottles to the Association at a discount price. These wines will be marketed in sets of ten bottles to give consumers the opportunity to experience the "best of the best", and also for the generation of funds for the generic promotion of Pinotage wines, the support of Pinotage-directed research and other activities of the Pinotage Association in the general interest of its members.

The Story of the Trophy

The ABSA Top 10 Pinotage Trophy, a commissioned work by the Cape artist Arabella Caccia, was designed to reflect the unique individualism of Pinotage as embodied in the winning wines of the competition. The stylish replicas of a mid-1600's Dutch East India VOC wine glass are created individually by master glassblower Haegar Schultz and each one is therefore unique in its own right.



One of most beautiful features of the glasses are the blue twist in the stem, a rarity only found in the most precious glasses of that period.

The wood for the base is from the indigenous Cherrywood tree, *Pterocelastrus tricuspidatus*. This choice was in keeping with a desire to reflect Pinotage's South African lineage, as the distribution of this rare tree is confined to the George and Knysna areas. In addition, the unique hue of the wood somehow mirrors the lustre of a great Pinotage.



**LONGRIDGE WINERY WILL BE THE HOST FOR THE JUDGING
OF THE 2010 ABSA TOP 10 PINOTAGE COMPETITION**



COMPETITION RULES

PLEASE READ ALL THE RULES CAREFULLY!

Non-compliance with the rules may result in disqualification and forfeiture of fees.

If you have any questions, please contact Sandra Nel at the Competition Office

1. Requirements for participation

- (a) Any wine may be entered provided it is a dry red wine that is or is to be marketed as a Pinotage cultivar wine.
- (b) At least 900 litres thereof must be bottled by 10 July 2010.
- (c) There is no restriction on the number of wines that a person may enter.
- (d) If a wine is marketed under different labels it may only be entered under one of those labels.
- (e) If more than one wine with the same Brand name is selected in the final, only the wine with the highest score will qualify as a winning wine

2. Forms and fees

- (a) Entries must be made on the official entry form. It is available electronically on the web site of the Pinotage Association, www.pinotage.co.za, and can also be acquired at the Competition Office.
- (b) The entry fee is R375.00 (VAT included) per wine which is entered by members of the Pinotage Association or has been produced outside South Africa.
- (c) An additional amount of R375.00 (VAT included) per wine is payable by other persons, but this amount can be utilised to acquire membership of the Pinotage Association.

3. Closing date

- (a) Entries close at 16:00 on 15 July 2010.
- (b) Late entries will be accepted until 12:00 on 30 July 2010, but an additional R375.00 (VAT included) per wine will be payable.

4. Entry procedure

- (a) Completed official entry forms must be submitted at the Competition Office. (NOTE: Keep a copy for your records)
- (b) Entry forms that are sent by fax will NOT be accepted.
- (c) Each entry form must be accompanied by -
 - (i) documentary proof to confirm that the wine is a Pinotage cultivar wine; and
 - (ii) an extended analysis certificate of the wine.
- (d) The documents referred to in paragraph (c) must, in the case of a wine that was produced in South Africa, be in the format of form WSR 2A issued by the Wine and Spirit Board, and otherwise be issued by an appropriate

THE COMPETITION OFFICE

Contact person: Mrs. Sandra Nel
Physical address: C/o Stellenbosch Agricultural Society, Doornbosch Centre, R44 (Strand Road), Stellenbosch
Postal address: PO Box 204, Stellenbosch 7599
e-mail address: stlandbo@mweb.co.za
Telephone No.: (021) 886-4867/8
Fax No.: (021) 883-8965

authority in the country of origin of the wine.

5. Payments

- (a) A cheque or proof of direct deposit or electronic fund transfer of the appropriate entry fee and, where applicable, the late entry fee, must accompany each entry form.
- (b) Cheques must be made payable to the Pinotage Association.
- (c) An invoice will be issued in respect of each entry received.
- (d) The Association's bank particulars are as follows:

Bank: Absa Stellenbosch
Branch code: 334 410
Account name: Pinotage Association
Account No.: 410 216 949

- (e) The entry fee shall under no circumstances be refundable.

6. Wine samples

- (a) A sample must be provided of each wine that is entered.
- (b) A sample shall consist of six 750 ml bottles of the wine concerned which was drawn at random from the bottled stock.
- (c) If the bottles have not yet been provided with sales labels, stickers must be affixed, on which the following particulars are indicated in clearly legible letters and figures:
 - (i) The brand name under which the wine is sold or is to be sold.
 - (ii) The indications of cultivar, vintage and origin of the wine as they appear on the labels concerned.

- (d) A specimen of the label or the sticker label referred to in paragraph (c) must be affixed at a conspicuous place on the outside of the carton.

7. Delivery of wine samples

- (a) Wine samples must be packed in a suitable six-bottle carton when delivered at Longridge Winery, Stellenbosch.
- (b) Samples will only be received between 09:00 and 15:30 on 4 and 5 August 2010, and between 09:00 and 13:00 on



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COMPETITION RULES - CONTINUED

6 August 2010.

(c) If the sample of a wine is not delivered by 13:00 on Friday 6 August 2010 it shall be deemed to have been withdrawn from participation in the Competition unless other arrangements for delivery have been made beforehand.

8. Judging and awards function

(a) The evaluation of the wines that are entered is scheduled for 11, 12 and 13 August 2010 at the Longridge Winery, Stellenbosch.

(b) If it is found during evaluation that two of the bottles of a sample of a wine reveal a cork defect or other undesirable organoleptic character that wine will be withdrawn from participation in the competition.

(c) If any of the 20 finalist wines shows signs of microbiological activity after having been tested by an accredited laboratory, it will be disqualified.

(d) The ten winning wines will be announced in alphabetical order on Thursday 9 September 2010 at a function that the winemakers of the 20 finalist wines are required to attend to receive their awards in person.

9. Obligations of producers of finalist wines

(a) The producers of the 20 finalist wines must, when requested thereto, submit the following documents at the Competition Office:

(i) A copy of the WSR 4A certificate by the Wine and Spirit Board, to confirm the certification of the wine concerned as a Pinotage cultivar wine (only in the case of wines produced in South Africa).

(ii) A high resolution jpg of the main label of the wine concerned as affixed to the bottles (for reproduction in a prestige tasting booklet that is to be used at the awards function).

(iii) A 50 word fact description (in English) of the wine (for reproduction in a prestige tasting booklet that is to be used at the awards function).

(b) If a producer fails to comply with a request referred to in paragraph (a) within the period specified in that request, his wine may be disqualified.

(c) When the results of the competition are announced on 9 September 2010 each producer of a finalist wine must have at least 1200 bottles thereof available for sale. The organisers reserve the right to check stocks by means of physical inspections, and may require documentary proof that the stock at hand hasn't already been contracted.

(d) The producers of the 20 finalist wines must each provide 24 fully labelled 750 ml bottles, free of charge to the Pinotage Association for use at the awards function

and preceding wine tasting.

10. Obligations of producers of winning wines

(a) A producer's stock in hand of his winning wines may not be sold before distinctive decals to confirm the designation as a winning wine, has been affixed to each bottle.

(b) The decals are available from the Pinotage Association at 20 cents each.

(c) Each of the producers of the ten winning wines must deliver 960 fully labelled 750 ml bottles as follows:

(i) 240 bottles to the Pinotage Association and the sponsor for use at Pinotage promotions and other special functions.

(ii) 720 bottles to a person or persons designated by the Pinotage Association, for resale in sets consisting of one bottle of each of the ten winning wines.

(iii) They must be delivered at the current trade price as indicated in the entry form.

(d) The following additional requirements shall apply to wines referred to in paragraph (c):

(i) They must be delivered in such quantities that are from time to time called for by the person or persons concerned.

(ii) They must be delivered within 10 days of having been called for.

(iii) They must be delivered free of delivery charges at an address specified in the call concerned, within the municipal area of Cape Town.

(iv) A discount of 10% must be allowed on the trade price as indicated in the entry form.

(v) Payment will be made within 60 days of the invoice date.

(e) If a producer refuses or fails to deliver a quantity of wine when required from him in terms of rules 9(d) or 10(c), the Pinotage Association may, in addition to any other actions that it may take, exclude the producer concerned from participation in future Absa Top Pinotage competitions for such period as the Association may determine.

11. General

(a) Neither the Pinotage Association, its members and Management, nor the sponsor of this Competition will in any manner whatsoever be accountable for any fruitless expenditure, loss or damage of whatever nature, of a participant as a result of participation in this Competition.

(b) The result of this Competition as announced by the Pinotage Association will be final and binding. Neither the Pinotage Association nor the sponsor will in any manner whatsoever become involved in any ex post facto



The 2010 Absa Top 10 Pinotage Competition Awards Function
will be held at **Kronenburg** near Paarl

