



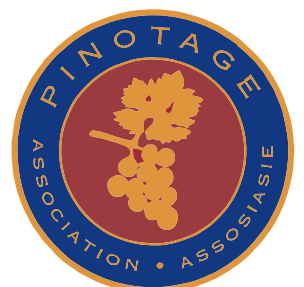
Now in its
13th
year!

ABSAs TOP 10 PINOTAGE COMPETITION
2009



Celebrating 350 Years

DEADLINE FOR ENTRIES
THURSDAY 25 JUNE 2009





2009 COMPETITION JUDGES

Duimpie Bayly - Cape Wine Master - Chairman of the National Wine Show of South Africa - 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

Wendy Burridge - CWA graduate, candidate for the Master of Wine degree (UCT & Adelaide) - Regular wine judge - Owner of Wine Business Services

Allan Cheesman - Former Director of Wine for Sainsbury's Supermarkets in the UK - now a consultant to several global wine businesses and a senior international judge

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

Dr. Neil Pendock - Drinks columnist for the Sunday Times, Financial Mail, WINE, & WineNews.co.za. Author of "*Sour Grapes*" (Tafelberg, 2008) and the "*Pendock Uncorked*" blog

Chris Roux - Former Manager/Winemaker at Wamakersvallei Winery - Honorary member of the Pinotage Association, now a consultant winemaker and regular judge

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.



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 indicate his choice of the 10 best wines.

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 the 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.



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 result 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 judging of the entries for the 2008 Absa Top 10 Pinotage Competition will be hosted by the Devon Valley Hotel, www.devonvalleyhotel.com

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

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
Fax No.: (021) 883-8965

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 6 July 2009.
- (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.

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 R342.00 (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 R684 (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 25 June 2009.
- (b) Late entries will be accepted until 12:00 on 7 July 2009, but an additional R342.00 (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 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 three 750 ml bottles of the wine concerned which was taken at random from the bottled stock thereof.
- (c) If the bottles have not yet been provided with sales labels, stickers must be affixed thereto 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.

The rules continue on the next page

7. Delivery of wine samples

- (a) Wine samples must be packed in a suitable three-bottle carton when delivered at the Competition Office.
- (b) Samples will only be received between 09:00 and 15:30 on 8 and 9 July 2009, and between 09:00 and 13:00 on 10 July 2009.
- (c) If the sample of a wine is not delivered by 13:00 on Friday 10 July 2009 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 15, 16 and 17 July 2009 at the Devon Valley Hotel, 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 27 August 2009** at a function which the winemakers of the 20 finalist wines are required to attend to receive their awards there 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 result of the competition is announced on 27 August 2009 each producer of a finalist wine must have at least 900 litres 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 thereof 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 thereof 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 thereof 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) It must be thus delivered at the current trade price as indicated in the entry form.
- (d) The following additional requirements shall apply to wine referred to in paragraph (c):
 - (i) It must be delivered in such quantities as are from time to time called for by the person or persons concerned.
 - (ii) It must be delivered within 10 days of having been thus called for.
 - (iii) It 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 and 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 deliberation after the result has been announced.

The 2009 Absa Top 10 Pinotage Competition Awards Function will be held at the magnificent Val de Vie Wine and Polo Estate near Paarl