

Drinks
INTERNATIONAL

Wine Tourism Awards 2014



ENTRY FORM

With tourism expanding in most of the world's major wine regions, Drinks International launches the Wine Tourism Awards for the third year.

Making a vineyard and/or winery into a tourist destination is a long-term process which calls for much planning and investment. The aim of our awards is to recognise such innovation and excellence among wine producers, winemakers and associated businesses. Our awards categories reflect the strategy, proposition and innovation shown by these groups.

Entries are welcome from all involved in wine tourism, whether they be generic bodies, major producers or individual vineyards. If your establishment has been operational during the last 12 months you are eligible to enter. Each entry should be supported with a written statement following the guidelines for each category. Entrants may wish to include supplementary material such as photos, brochures and tasting packs to support their submission.

**Deadline for entries:
Friday 13th December 2013**

For further information
please call Rick Beaumont on
+44 (0) 1293 558130
or email rick.beaumont@drinksint.com

2014 CATEGORIES

Best Visitor Centre

Visitor centres are the starting point for most wineries. They offer tourists an educational experience of the complex world of winemaking, its history and the process of making wine. This award recognises a winery that has implemented the best introduction to its overall operation. This can include vineyard and cellar tours, wine trails, museums, educational sessions, interactive wine making options, seminars and tastings, gift shops, onsite restaurant and facilities for families.

Best Food & Wine Matching Experience

This award is open to wineries which offer wine and food matching classes or, for example, matching unusual wines to dishes in their restaurant. A quality dining experience serves an important role in attracting visitors making a vineyard a destination for foodies. Tourists want to learn about food and wine matching and how flavours work together. This award celebrates the best visitor experience or master class which provides a superb food and wine experience.

Best Wine Event

This award celebrates the success of creative wine events, festivals and fairs that attract visitors to the region, whether onsite or as a result of wineries partnering with other companies to develop a wine programme or event.

Best Accommodation

This award recognises wineries which offer unique or interesting accommodation options to visitors. The accommodation can range from cabins to lodges, guest houses, spas and boutique hotels within any given wine region.

Best Promotional Body

Awarded to the promotional body for its commitment and excellence in promoting a specific region or country. Particular attention will be paid to consumer-facing initiatives to entice visitors to the region. International marketing examples, brochures, websites, wine trails, online campaigns and statistics are welcome to support the entries. Generic wine bodies, regional associations and travel companies are all eligible to enter.

Best Digital & Social Media Initiative

This award will recognise wineries that have demonstrated the most effective use of digital media as part of their marketing strategy. Websites, social media and phone applications are often the starting point for many tourists' planning a holiday. We are in search for the winery who has implemented the most successful digital campaign which has had a positive impact on their tourism trade.



DRINKS INTERNATIONAL WINE TOURISM AWARDS 2014

FAX TO RICK BEAUMONT +44 (0) 1293 474010

ENTRY DETAILS

Please photocopy this form for each product entered

Entry of products entered

Name of company entering the awards

Address:

Country

Contact name:

Job title:

Phone number:

Email:

Name of vineyard or winery:

Brand owner:

Please tick the category(ies) you wish to enter this product into:

- Best Visitor Centre
 Best Food & Wine Matching Experience
 Best Wine Event
 Best Accommodation
 Best Promotional Body
 Best Digital & Social Media Initiative

HOW TO ENTER

- Complete the entry form (overleaf) in capital letters in black ink using the appropriate accents where applicable. All details will be reproduced for results and certificates. **Drinks International takes no responsibility for corrections of errors or illegible text made by the entrant.**
- Clearly indicate the name of the company entering, name of vineyard, and brand owner.
- Fax or post your entry form to Rick Beaumont – Drinks International – Wine Tourism Awards, Agile Media Ltd, Zurich House, Crawley, West Sussex RH10 6AS, UK. Fax: +44 (0) 1293 474010.**
- Entries should be supported by a statement of up to 500 words per entry as well as photographs, campaign images or illustrations.
- Entry forms and supporting information must be received by Friday 13th December 2013.**
- Images should be in colour with both high resolution and low resolution jpg files supplied. Please do not send more than 3 images per product/ campaign and ensure email size does not exceed 5MB providing zipped files where appropriate. Please do not provide bound documents or CD-Roms.

IMPORTANT NOTES

- The Drinks International Wine Tourism Awards are organised by Agile Media Ltd, publisher of Drinks International under licence from William Reed Business Media Ltd. The company address is Agile Media Ltd, Zurich House, Crawley, West Sussex RH10 6AS, UK. Registered number 6646125. VAT number: 938 4452 95.
- Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid entry. Proof of posting is not proof of delivery.
- The awards will be judged by an expert and independent panel selected by the organiser. The judges may decline to make an award for a certain category if they decide there are insufficient entries of a winning standard. The organisers reserve the right to alter the judging panel and categories without prior notice to entrants. In all respects, the judging decision is final.
- A list of winners will appear on our website, www.drinksint.com, in February 2014. Furthermore the results will be published in the Drinks International Most Admired Wines Supplement published in March 2014 and distributed at Prowein 2014 trade show.** Images may also be used. Participants consent to their names and photographs to be used in any competition publicity.
- Winners may publicise their award provided the year in which it was won is stated. Those awarded are granted a non-exclusive, non-transferable license to use the Wine Tourism Awards logo in connection with its own award for a period of 3 years from the date of the award.

PAYMENT

- Cost per entry is £200 + VAT per category entered. Three entries cost £500 (+VAT) and thereafter each category costs £150 (+VAT) each.
- Orders totalling less than £500 (excluding VAT) must be paid by cheque or credit card. Orders exceeding £500 (excluding VAT) may request an invoice.
- VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU.

Competition	Quantity	Net price	VAT @ 20%	Amount
Wine Tourism Awards				

VAT number:

Currency

We wish to pay in: £ Sterling € Euros \$US dollars

The relevant exchange rate will be calculated as at date of processing.

Payment options

- Payment by credit card

Please charge £_____ to my credit card (please include VAT amount, if applicable)

VISA Mastercard AMEX

Card number: _____

Expiry date: _____ Security code: _____

Name on card: _____

Cardholders address: _____

Signature: _____

- Payment by cheque Please make cheques payable to **Agile Media Ltd**

- Please send an invoice to the address overleaf (or provide a different address here). Invoices can only be issued for orders exceeding £500 (excluding VAT)

We confirm that we have read and understood the rules and instructions set out overleaf.

Signature: _____

Print name: _____ Date: _____

Data Protection We will use this data for the purposes of administering your entry into the Drinks International Wine Tourism Awards and to contact you with any queries.

We may also use it to contact you about other competitions or products on behalf of Drinks International or Agile Media, Drinks International Wine Tourism Awards sponsors or carefully selected third parties.

If you do not wish to be contacted by any of the following please tick the relevant box:

Mail Telephone Email Fax Text
Drinks International
Agile Media
Sponsors
Third Parties

For office use only

Date received: _____
Account number: _____
Product Number: _____

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