

# THE SOMMELIER WINE AWARDS 2020 THE UK'S PREMIER ON-TRADE WINE COMPETITION

The Sommelier Wine Awards (SWA) is a wine competition with a difference, as Britain's only awards focusing entirely on wines aimed at the on-trade.

If you want to sell more of your wines to UK hotels, restaurants, pubs and bars, and have them tasted by the UK's best sommeliers and on-trade palate's, then you should enter this competition.

"Each year the Sommelier Wine Awards raises the bar, giving us the opportunity to have our wines judged by sommeliers, for sommeliers. Success in these awards can certainly help elevate awareness and appreciation of our premium wines."

ANDREW BEWES, MANAGING DIRECTOR, HALLGARTEN & NOVUM WINES



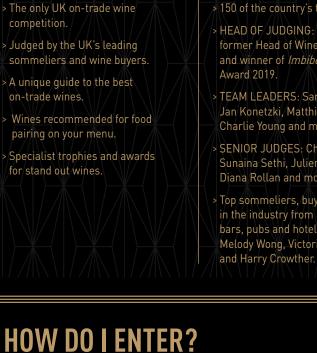
ONLINE ENTRY > 22 JANUARY 2020 WINE DELIVERY > 5 FEBRUARY 2020 RESULTS ANNOUNCED > 5 MAY 2020

### www.sommelierwineawards.com

in association with the UK's market leading on-trade brand:







#### WHO JUDGES SWA?

> 150 of the country's top palates

- > HEAD OF JUDGING: Christine Parkinson, former Head of Wine for the Hakkasan Group and winner of Imbibe's Industry Legend
- > TEAM LEADERS: Sara-Jane Evans MW, Jan Konetzki, Matthieu Longuère MS, Charlie Young and more.
- > SENIOR JUDGES: Christopher Delalonde MS, Sunaina Sethi, Julien Sahut, Diana Rollan and more.
- > Top sommeliers, buyers and rising stars in the industry from leading restaurants, bars, pubs and hotels including Melody Wong, Victoria Sharples, Sonal Clare

#### **HOW ARE RESULTS PROMOTED?**

- > Results are released on 5 May 2020.
- > Winning wines are promoted throughout the year on sommelierwineawards.com and online channels, plus;
- > The SWA Gold Book is mailed to 12,000 on-trade wine buyers in the UK.
- > Winning wines are tasted at Imbibe Live on 29-30 June 2020.

## **HOW DO I ENTER?**

WHAT MAKES SWA DIFFERENT?

- > via www.sommelierwineawards.com ENTER CHECK your eligibility, choose your categories and confirm your trade price your wines online by 22 January 2020 SUBMIT > 4 bottles of each wine to the below address by 5 February 2020 SEND MAKF a payment of £105+VAT per wine by 10 February 2020
- your wines will be ready for judging in February & March VOILA!

### **PLEASE SEND BOTTLES FAO:**

Sommelier Wine Awards 2020

Unit 10, Dana Trading Estate, Transfesa Road, Paddock Wood, Kent TN12 6UT

For further information, please visit: www.sommelierwineawards.com

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