



THE SOMMELIER WINE AWARDS 2021

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

DEADLINES

ONLINE ENTRY > 20 JANUARY 2021
WINE DELIVERY > 3 FEBRUARY 2021
PAYMENT > 10 FEBRUARY 2021
RESULTS ANNOUNCED > 5 MAY 2021

www.sommelierwineawards.com

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

imbibe



WHAT MAKES SWA DIFFERENT?

- > The only UK on-trade wine competition.
- > Judged by the UK's leading sommeliers and wine buyers.
- > A unique guide to the best on-trade wines.
- > Wines recommended for food pairing on your menu.
- > Specialist trophies and awards for stand out wines.

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 Award 2019.
- > **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 and Harry Crowther.

HOW ARE RESULTS PROMOTED?

- > Results are released on 5 May 2021.
- > 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 5-6 July 2021.

HOW DO I ENTER?

- GO TO** > www.sommelierwineawards.com
- CHECK** > your eligibility, choose your categories and confirm your trade price
- ENTER** > your wines online by 20 January 2021
- SEND** > 4 bottles of each wine to the below address by 3 February 2021
- MAKE** > a payment of £105+VAT per wine by 31 December 2020 to benefit from our 2020 price freeze. The price will be £108+VAT from 1 January 2021.
- VOILA!** > your wines will be ready for judging in February & March



PLEASE SEND BOTTLES FAO: Sommelier Wine Awards 2021

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

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

E: info@sommelierwineawards.com / T: 020 8271 2164

