



THE SOMMELIER WINE AWARDS 2018- 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 palates, then enter this year's competition.

"When we started doing SWA it was a game-changer for us. One of our wines won a House Wine of the Year Award, and we had people who we'd never heard of picking up the phone to ask for it."

Kevin Pollard, sales director, Boutinot

DEADLINES

ONLINE ENTRY: **Wednesday 24 January 2018**

WINE DELIVERY: **Wednesday 7 February 2018**

RESULTS ANNOUNCED: **May 2018**

www.sommelierwineawards.com

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

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 matched with food for menu pairing
- Specialist trophies and awards for stand out wines, producers and merchants

WHO JUDGES SWA?

- 150 of the country's top palates
- Head of Judging: Christine Parkinson, Hakkasan Group Head of Wine
- Senior Team Leaders: Sara-Jane Evans MW / Annette Scarfe MW amongst others...
- Master Sommeliers: Laurent Richet / Laura Rhys / Tobias Brauweiler / Matthieu Longuère
- Top Sommeliers & Buyers from leading restaurants, bars, pubs and hotels across the UK

HOW ARE RESULTS PROMOTED?

- Results are released in May 2018
- Winning wines are promoted throughout the year on sommelierwineawards.com and online channels, PLUS;
- The SWA Gold Book posted to 12,000 on-trade buyers + key servers with Imbibe magazine
- Winning wines are tasted at Imbibe Live on 2-3 July 2018

HOW DO I ENTER?

Register on www.sommelierwineawards.com

Check your eligibility, choose your categories and confirm your trade price

Submit your wines online by 24 January 2018

Send 4 samples of each wine to Sensible Wine Services by 7 February

Make a payment of £99.50 +VAT per wine by 12 February

Voila! Your wines will be ready for judging in February & March

"The opportunity to have our wines judged by the people for whom we choose them is of especial value. Success in these awards is the strongest and most relevant endorsement we could wish for."

Alex Hunt MW, purchasing director, Berkmann

For further information, please visit:

www.sommelierwineawards.com

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