

KOREA WINE CHALLENGE 2024 ENTRY KIT

Celebrating 20th Anniversary

The Korean wine market has been growing at an unprecedented rate. For the past three years, wine has held the No. 1 position over a beer in the imported liquor market of Korea. In line with this, Korea's most prominent wine competition, KWC, saw its biggest year, with 911 wines in 2022.

by monthly WINE REVIEW





Korea Wine Challenge 2024

Registration period March 18th – June 14th

Sample arrival by June 16th

Preliminary round June 24 – June 28

Final Round July 1 – July 5

Awards Announcement July 12

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Introduction

The Korean wine market has been growing at an unprecedented rate. For the past three years, wine has held the No. 1 position over a beer in the imported liquor market of Korea. In line with this, Korea's most prominent wine competition, KWC, saw its biggest year, with 911 wines in 2022.

All wines will be 100% blind tasting with no price or producer information provided. Wine Review will appropriately manage each wine's service temperature and air exposure at the judges' tasting time. Korean consumers trust KWC's results with respect for its judging process and world-class judges. Therefore, passing through the preliminaries and finals and winning the competition means that the wine suits Koreans' palates.

We invite all winemakers interested in the Korean market to join KWC 2024, the 20th annual event. Wines already distributed in Korea are eligible to participate in this competition, and wines from overseas wineries are planning to export to Korea. We look forward to your active participation.



About Wine Review



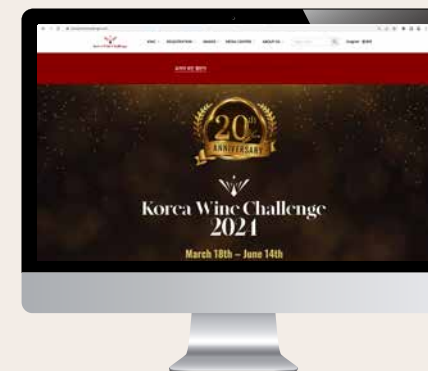
Wine Review is a wine magazine promoted through print, digital and social media channels. It is the longest-serving wine magazine in Korea, printing 10,000 copies every month and distributing them nationwide. It is the most effective publicity tool in the fast-growing Korean wine market and is a purchasing guide for wine consumers.

Also, as the host of the Korea Wine Challenge, an international wine competition that celebrates its 20th in 2024, Wine Review selects and promotes carefully selected award-winning wines to Korean wine consumers. Through a competition held for two weeks in June every year, Wine Review announces the best wines of the year selected through blind tasting by a panel of judges composed of the best incumbent sommeliers in Korea.

Wine Review delivers authoritative wine content and various event reviews to domestic wine consumers through its paper. In this regard, Wine Review can help customers achieve effective publicity according to their intended advertising direction. For articles that require quick exposure to domestic wine consumers, in addition to promotion through paper, we are supporting them to be promoted to consumers through our business network through online Wine Review, Wine review Instagram, and Naver Wine Review blog.

You can contact the Wine Review Marketing Team by e-mail or phone to inquire about the promotion.

E-mail: marketing@winereview.co.kr Telephone: 82-2-394-7284



Benefits of award-winning wine



AWARD BENEFITS

- All KWC wine results are hosted on the KWC website and WINE REVIEW, the only magazine specializing in wine published in print and online in Korea.
- KWC award-winning wines are promoted through WINE REVIEW pages by providing free advertising in WINE REVIEW according to the color of the medals awarded.
- In WINE REVIEW, we plan and continuously promote various KWC particular articles and KWC tasting events to increase Korean consumers' interest in the award-winning wines.

- 1 We provide one free advertisement of WINE REVIEW per medal for each award-winning wine.
(September 2024 issue - May 2025 issue)
 - TROPHY / BEST OF COUNTRY: ONCE, ONE FULL PAGE
 - GOLD MEDAL: ONCE, A HALF PAGE
 - SILVER / BRONZE MEDAL: ONCE, A QUARTER PAGE
- 2 Planning a KWC feature article or event allows one to promote the wines that fit the article's topic.
 - We promote award-winning wines to be exposed to consumers as much as possible by using Wine Review SNS such as online Wine Review, Wine Review blog, and Wine Review Instagram.
 - You can promote by purchasing the official image and official sticker of the award medal.
 - We continuously plan various themed tastings for KWC award-winning wines.
 - National tour tastings for Wine Review readers
 - Tasting event on the theme of not-yet imported award-winning wines

The excellence of the judges

■ Korea's top-notch incumbent sommelier judging panel

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KWC competitions depend on the quality of the judges and their seriousness.
The results of KWC are unique and meaningful because they were selected by the best incumbent sommeliers in Korea,
who have the same food culture as their background, through a dignified persuasion process.

– Dr. Hoon CHOI, Publisher of Wine Review –

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▲ Dr. Hoon CHOI

As wine culture matures, wine consumers increasingly recognize the role of the sommelier in Korea. In the Korean market, which is undergoing a significant transition where the level of wine consumers is rapidly increasing, the influence of KWC judges has become more critical. The authority of the award-winning wines selected by KWC also shines due to the expertise of the judges.

At KWC 2023, 50 expert judges participated in the preliminary and final rounds. The value of KWC award-winning wine is right here. The results presented as Trophies, Gold, Silver, and Bronze awards reveal aspects of wines that are commonly highly regarded while satisfying the different palates of experts. Therefore, when encountering a wine with a KWC medal sticker, Korean consumers buy it confidently and take on a new taste challenge.

■ The judging process

The competition adopted a 100-point scoring system.

Judges give a default score of 50 points to all wines entering the contest as a courtesy for the effort of sending a bottle of wine for the competition. Criteria used to choose award-winning wines included 6 points for 'color and appearance', 12 points for 'aroma and bouquet', 20 points for 'flavor and finish', and 12 points for 'harmony and balance'.

- 1 In the preliminaries, the four panelists assign their scores but seek consensus while persuading each other.
KWC pursues results that incorporate empathy through consensus among judges.
- 2 Another four panelists re-tasted the wines in the final round except for the 30% eliminated in the preliminaries.
- 3 The top 40% of the total entries will win Gold, Silver, and Bronze based on the final round score.
So, all Gold, Silver, and Bronze are therefore tasted twice at minimum.
This rigorous process ensures that each wine is reviewed thoroughly.
- 4 On the last day of the finals, five panels for each category re-tasted and chose the ultimate accolade of 'Trophy'.
Red, White, Rosé, Sweet, Sparkling, and Fortified, the top 20 finalists, were selected for every six categories.
- 5 Based on the final score, we award 'Best of country' medals to the best wines with the highest score
from the top 10 countries in the number of entries.



Rule of entry

Criteria for entry

1. Wines must be commercially available.
2. The exhibitor is advised to decide on the total number of wines it wishes to enter into the contest and provide 4 bottles of each wine for the judging process.
3. The organizer holds no liability for shipping and delivery of wines, which is solely the responsibility of the entrants.
Samples submitted after the delivery deadline will be excluded from KWC judging.
4. Temporary labels are permitted but should match the wine information on the final label.
Please give notice before photographing the bottle if a temporary label is used.

How to register KWC 2024



① Sending Your Entry Form



② Participation Fee



③ Sending Your Wines



1) Sending Your Entry Form

- Online registration is available through KWC official website or e-mail, until 14th June 2024.
- Please proceed with online registration UNLESS there is a particular reason.
※ KWC Homepage : www.koreawinechallenge.com
※ E-mail : info@koreawinechallenge.com
- Or you can download the registration form from KWC official website. After filling it out, you can send it by E-mail.

※ Reminders when sending the application

1. Applicants are asked to fill in all fields marked with an asterisk in the application form for which the juries should evaluate the wine. Your input ensures that wines are grouped correctly, reasonably, and consistently for tasting.
2. To check the price trend of award-winning wines, we ask you to indicate the unit price per bottle in USD FOB terms. This information will be confidential and will not be divulged outside the Administration Office of Korea Wine Challenge.
3. Please ensure to mention it if you have a current importer in Korea. Please also note if you are looking for business partners to establish an importer in Korea.

Rule of entry



2) Participation Fee

Number of exhibits	Overseas	국내 (VAT별도)
1-3 wines	U\$220 per wine	1종당 28만원
4-8 wines	U\$190 per wine	1종당 24만원
9-15 wines	U\$170 per wine	1종당 22만원
More than 16 wines	U\$150 per wine	1종당 19만원

■ Payment Information

- **There are two ways to send the money** : Bank transfer or Paypal.
 - The overseas participants must pay all banking charges incurred when sending the participation fee.
 - The participants in Korea must pay a value-added tax of 10% of the participation fee upon paying it.
- **Payment by credit card is not available.**

■ Bank Detail

The sender must bear all bank costs relating to bank transfers.

- **Payment Beneficiary** : IRE(Institute for Resources Evaluation)
- **Bank** : Woori Bank
- **Account Number** : 1081-200-425893
- **Swift Code** : HVBKCRSE
- **Address** : 410A Gloria town, 75, Pyeongchangmunhwa-ro, Jongno-gu, Seoul, Republic of Korea (Zip Code: 03009)



3) Sending Your Wines

- The wine to be entered into this competition must be delivered to the administration office of KOREA WINE CHALLENGE by 16th June 2024 at the latest.
- You must send in 4 bottles of each wine. Those are used for the preliminary round, final, photographing, and spares for corked wine during the qualifying period.

■ Shipping Address

- **Company name** : IRE (Institute for Resources Evaluation)
- **Address** : 410A Gloriatown, 75, Pyeongchangmunhwa-ro, Jongno-gu, Seoul, Republic of Korea (Zip code: 03009)
- **Phone number** : +82) 2-394-7284

■ Consignment Terms

- **Box remarks** : You have to mark each wine box, 'KOREA WINE CHALLENGE 2024 sample - not for sale', and a copy of the registration form should be included in the package. It is necessary to compare the information about the wine you entered at the time of registration with the wine we received to ensure it matches exactly. It is to compare the wine in the box with the registration form when receiving the wine.



- **Bottle remarks** : Each wine bottle must display the label, 'KOREA WINE CHALLENGE 2024 sample - not for sale' on the bottle's backside, opposite the front wine label.
- **When an overseas winery sends wines, you should consign on DDP (DELIVERED DUTY PAID) BASIS** : All costs to deliver the samples to Korea Wine Challenge must be covered by participants - including all costs and fees associated with transportation, customs clearance, license for the delivery of the goods, warehouse fees. All documents for air transportation must be filled in and declared correctly. If these expenses are not paid in full, Korea Wine Challenge may not receive the wine sample.

KWC 2024 Category

Old World Wine														
1	France Bordeaux Red Wine	BOR	11	Italy Sangiovese Based Wine	ITSVB	21	Italy White Wine	IWH	31	Greece White Wine	GRWH	41	Old World Sweet White Wine	OWSWTW
2	France Pinot Noir	FPN	12	Italy Corvina Based Wine	ITCVR	22	Spain Tempranillo Based Wine	STEMP	32	Georgia Red Wine	GGAR	42	Old World Sweet White (more than 46g/L)	OWSWTW2
3	France Rhône Style Wine	FRH	13	Italy Barbera Based Wine	ITBB	23	Spain La Mancha Red Wine	SLMR	33	Georgia White Wine	GGAW			
4	France Languedoc Red Wine	FLD	14	Italy Nebbiolo	ITNV	24	Spain Blended Red Wine	SMVR	34	Czech Red	CZR			
5	France Southwest Red Wine	FSW	15	Italy Nero d'Avola Based Wine	ITNDV	25	Spain Cava	SCV	35	Czech White	CZW			
6	France Blended Red Wine	FMVR	16	Italy Primitivo Based Wine	ITPRM	26	Spain White Wine	SWH	36	Old World White Wine	OWH			
7	France Champagne	FCHAM	17	Italy Other Local Variety Red Wine	ITETCR	27	Portugal Red Wine	PTR	37	Old World Mono Grape Red Wine	OWMG			
8	France Chardonnay	FCH	18	Italy Blended Red Wine	ITMVR	28	Portugal White Wine	PTWH	38	Old World Blended Red Wine	OWMVR			
9	France Sauvignon Blanc	FSB	19	Italy Moscato d'Asti	ITMDA	29	Germany Riesling	GERIS	39	Old World Sparkling Wine	OWSPK			
10	France White Wine	FWH	20	Italy Prosecco	ITSPRP	30	Greece Red Wine	GRR	40	Old World Sweet Red Wine	OWSWTR			

New World Wine											
1	Argentina Cabernet Sauvignon Based Wine	AGCS	11	Chile Cabernet Sauvignon Based Wine	CCS	21	USA Chardonnay	USCH	31	New World Sweet Red Wine	NWSWTR
2	Argentina Malbec Based Wine	AGMB	12	Chile Carmenere Based Wine	CCM	22	USA White Wine	USWH	32	New World Sweet White Wine	NWSWTW
3	Argentina Medoza	Malbec	13	Chile Pinot Noir	CPN	23	New Zealand Sauvignon Blanc	NZSB	33	New World Sweet White (more than 46g/L)	NWSWTW2
4	Argentina Blended Red Wine	AGMVR	14	Chile Syrah Based Wine	CSH	24	New Zealand Pinot Noir	NZPN			
5	Australia Cabernet Sauvignon Based Wine	ACS	15	Chile Blended Red Wine	CMVR	25	Canada Icewine	CICE			
6	Australia Cabernet-Shiraz	AUCSH	16	Chile Chardonnay	CCH	26	New World Chardonnay	NCH			
7	Australia Shiraz Based Wine	ASH	17	Chile White Wine (except for Chardonnay)	CWH	27	New World White Wine (except for Chardonnay)	NWH			
8	Australia Pinot Noir	APN	18	USA Cabernet Sauvignon Based Wine	USCS	28	New World Mono Grape Red Wine	NWMG			
9	Australia Chardonnay	ACH	19	USA Pinot Noir	USPN	29	New World Blended Red Wine	NWMVR			
10	Australia White Wine (except for Chardonnay)	AWH	20	USA Blended Red Wine	USMVR	30	New World Sparkling Wine	NWSPK			

Other Wines		
1	Dry Rose Wine	ROSED
2	Sweet Rose Wine	ROSES
3	Fortified Wine	FORT
4	Natural Red Wine	NATR
5	Natural White Wine	NATW

How we defined categories

- Exhibited wines are categorized and tasted during the event. The categories are based on the country of origin, style, grape variety, and region. The KWC Administration further categorizes them into young and aged wines or by maturation method depending on the exhibit situation.
- When filling out the entry form, choosing the correct category for your wine is crucial to ensure that it is grouped correctly and evaluated based on its unique characteristics.
- In response to the 2022 entry status, we added some new wine production regions to be further divided this year. In 2022, we introduced the natural wine category, and in 2024, we added Czeck wines as a new category. The categories may change again next year based on the entries received this year.