



KOREA WINE CHALLENGE 2025

Celebrating 21st Anniversary

Entry Kit

Korea Wine Challenge is the first international wine competition in South Korea hosted by the only wine magazine in Korea, Wine Review, since 2005. KWC has firmly established itself as Korea's most influential wine competition. KWC aims to select wines whose quality and value have been recognized by Korean judges and to inform widely Korean consumers of the results.

For its 21st year, KWC strengthened the composition of judges with Chair, Senior Judges, and Panel Judges. Korean consumers have always trusted KWC's results selected by world-class judges: passing through the preliminaries and finals and winning the competition means that the wine suits Koreans' palates.

We invite all wine producers and wine countries interested in the Korean market to join KWC 2025, the 21st annual event. Wines already distributed in Korea are eligible to participate in this competition, and wines from overseas wineries that are planning to export to Korea.

We are looking forward to your active participation in KWC 2025.

- Publisher of Wine Review, DR.Choi Hoon -



Date and Dead Lines

KWC 2025 Timeline



Price per entry

- 1-3 wines US\$ 220 per entry 1종당 28만원
- 4-8 wines US\$ 190 per entry 1종당 24만원
- 9-15 wines US\$ 170 per entry 1종당 22만원
- More than 16 wines US\$ 150 per entry 1종당 19만원

How to register for KWC 2025

- Online registration is available on the KWC official website.
- Alternatively, please download the registration form from the KWC official website. After filling it out, send it by e-mail.

Website: www.koreawinechallenge.com

E-mail: info@koreawinechallenge.com

The most effective publicity tool in the fast-growing Korean wine market: Wine Review Magazine (Printing / e-book / GS25 platform)

Hosting Korea Wine Challenge, Wine Review is the only and the longest-serving wine magazine in Korea since 2000, printing 5,000 copies every month and distributing them nationwide. It is the most effective publicity tool in the fast-growing Korean wine market and is an evident purchasing guide for wine consumers.

Since 2024, Wine Review has been on all e-book platforms like Millie's library, Korea's largest reading platform, and is covering in-app wine contents on Wine25+, the largest wine-pick-up service platform provided by GS 25, the largest convenient store chain in Korea.

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



5K

Monthly Printed
Wine Review



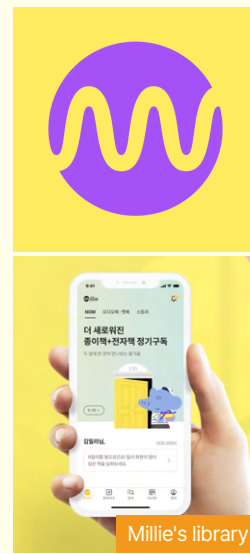
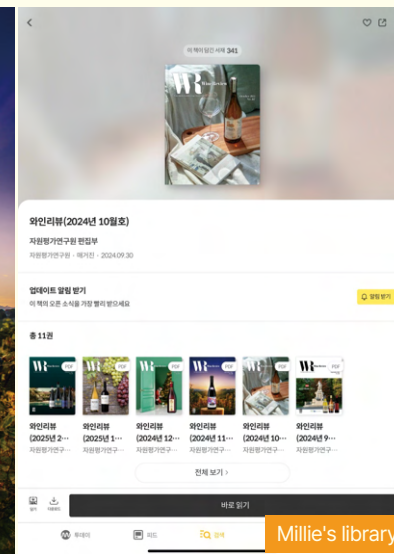
200K

Wine Review
on-line Magazine



30K

Newsletter



Benefits for Korea Wine Challenge award-winning wines

- 1** Korea Wine Challenge Special issue on Wine Review (August issue)
All KWC award-winning wines are presented on Wine Review August issue and for the KWC website.
- 2** 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. We provide one free advertisement of Wine Review per medal for each award-winning wine.
(September 2025 issue – May 2026 issue)



TROPHY / BEST OF COUNTRY: ONCE, ONE FULL PAGE

GOLD MEDAL: ONCE, A HALF PAGE

SILVER / BRONZE MEDAL: ONCE, A QUARTER PAGE

- 3** Wine Review continuously promotes various KWC particular articles and KWC tasting events to increase Korean consumers' interest in the award-winning wines.



Korea Wine Challenge's judges. shining pinnacle of the Korean wine industry

The authority of KWC award-winning wines shines even brighter due to the expertise of the judges. More than 50 global-level experts serve as judges for the Korea Wine Challenge.

They are mainly composed of current sommeliers who meet and communicate with customers at the forefront of the wine industry, further increasing the reliability of KWC award-winning wines.

For its 21st year, KWC strengthened the composition of judges with Chair, Senior Judges, and Panel Judges.

Mr. Soon-Pil Kang, Chair

- Wine Business Management at Heilbronn University of Applied Sciences, Germany
- Former German Wine Quality Controller
- Owner sommelier of WineKang
- World's largest Wine YouTuber with 730k

Chair

At the helm of the competition, the Chair ensures uniformity across all judging panels and leads the final selection of Trophy winning wines and Best of Country winning wines, maintaining the highest standards of excellence.

Senior Judges

With more than 5 years of experience as KWC judges, Senior judges oversee Panel judges, bringing invaluable expertise to the competition. They ensure consistency, resolve discrepancies, and foster collaborative discussion. They also screen the new judge candidates.

Panel Judges

Panel judges are recommended and selected for their outstanding industry expertise. They lend their specialised knowledge and discerning palates, ensuring a diverse and objective assessment of each wine.



Our 2025 Chair & Senior Judges



Soon Pil Kang
Wine Lover Co., Ltd.



Young Jin Yoo
Walkerhill
Hotels and Resorts



Dong Kyu Lee
Rolling Hills Hotel



Jun Woo Lee
Inspire Entertainment
Resort



Woon Kyung Jang
Les Clefs de Crystal



Ha Bong Jung
Sofitel Ambassador
Seoul Hotel



Kwang Hyeon Hong
YourSomm

Panel Judges



Bum Jun Kang
Cellar Privée /
All that Manners



Hyun Kyu Kang
VISION SEOUL WINE &
DINING



Gun Kyu Ko
Josun Hotels & Resorts
Grand Josun Jeju Gran J



Hong Shik Kwon
Geumsujang Wine
Partner



Do Wan Kim
La Piccola Italia



Si Bo Kim
Tapa Madre



In Kuk Kim
Wine Shieori



Hyeon Uk Kim
Sofitel Ambassador
Seoul Hotel



Hyup Kim
Hyosung TNC Sevitsome



Hyung Nam Kim
Typique



Hyung Uk Kim
Smith & Wollensky



Hyung Joon Kim
Tito



Hye Yeong Kim
Luna Piena



Tae Jeong Noh
Hyundai Department Store
Merchandising Division



Geuk Young Bang
Vence



Youn Ha Bae
Casa del Vino



Hye Sung Ahn
LG D&O



Doo Hee Woo
Bluff Bar & Dining



Byung Hyun Yoo
The Westin Josun Seoul



Sang Sun Yoo
Bobos Hannam



Kyeong Ok Yoon
Custom Eat Steakhouse



Ji Hyun Yoon
OPNNG



Hyeong Hun Yoon
Tour du Vin



Hyo Jeong Yoon
Walkerhill Hotel & Resort



Ga Ram Lee
Soiman



Kyung Jin Lee
Wapple



Kwang Yul Lee
Bicena



Dong Woo Lee
Exper Lab



Dong Joon Lee
Terrace 5



Rye Gam Lee



Joo Hyung Lee
Brda



Chang Geun Lee
Cesta



Chae Mi Lee
Restaurant 'SAN'



Cheong Hwi Lim
Hotel Shilla



Woo Young Jung
Myungbodang



Min Hee Cho
HiteJinro



Jae Ho Cho
Le Monde du Vin



Zi Seong Min
Chungdam Nine



Hoen Tae Cha
The Great Hong Yuan,
Josun Palace
(Josun Hotels & Resorts)



Yeong Jun Choi
Hyundai Greenfood



Hee Soo Han
Lotte Department Store



Seung Ho Hwang
In Vino



Tae Hyun Hwang
Sofitel Ambassador
Seoul Hotel

The judging process

All wines will be 100% blind-tasting without any information provided. KWC appropriately manages each wine's service temperature and air exposure during the event.

KWC 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'.

Criteria for entry

1. Wines must be commercially available. (Except non-imported wines)
2. You decide on the total number of wines you wish to enter into KWC and provide 4 bottles of each wine for the judging process.
3. The participation fee must be paid and be confirmed before the registration deadline, and if not, the registration will be canceled.
4. 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.
5. 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.

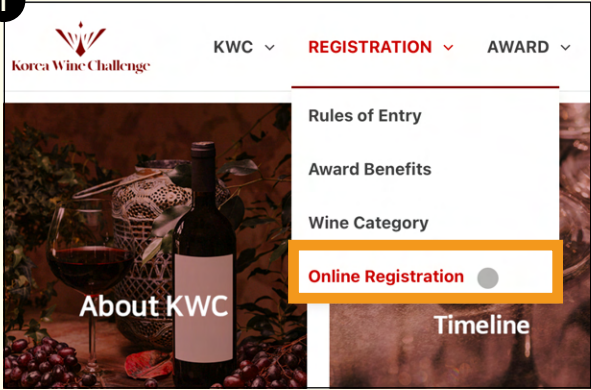


How to register KWC 2025

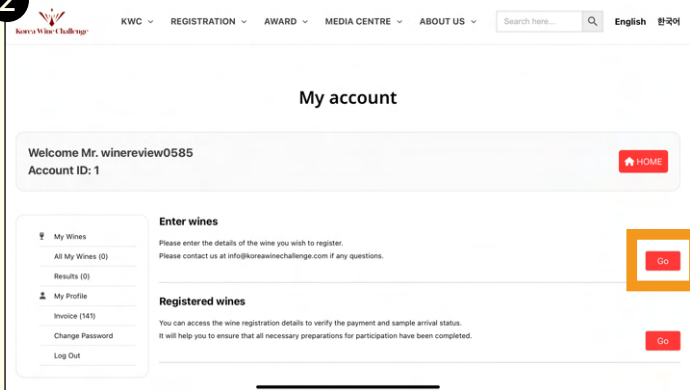
✿ Reminders ✿

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 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.

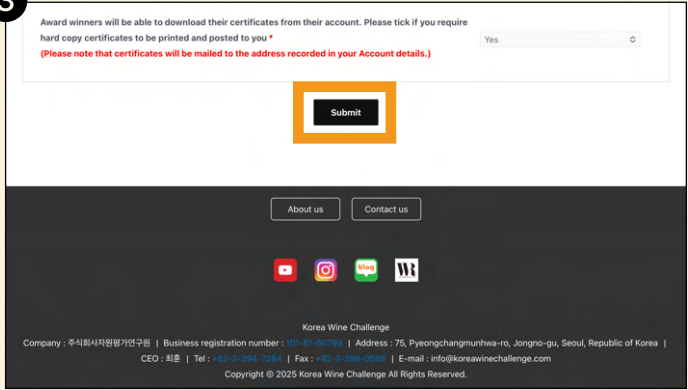
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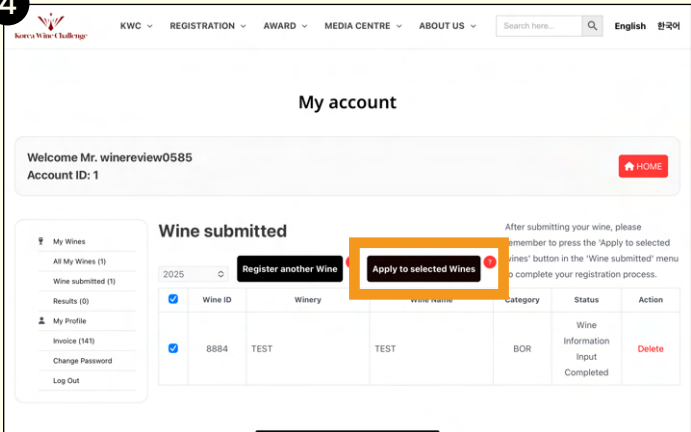
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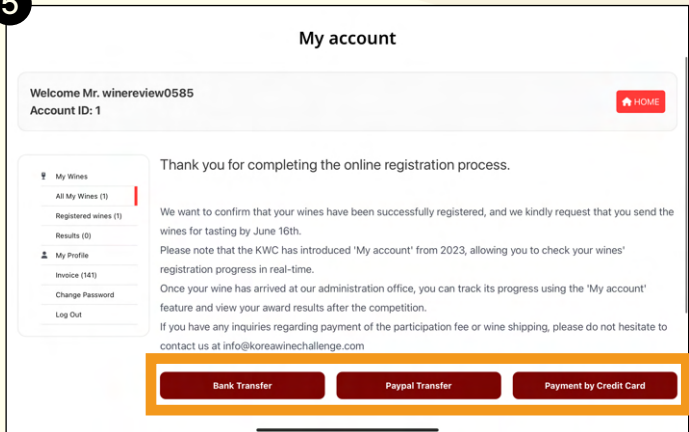
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4



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Sending Your Wines

The wine to be entered into this competition must be delivered to the administration office of KOREA WINE CHALLENGE **by 20th June 2025 at the latest.**

You must send 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 2025 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 2025 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.

Wine Category



Old World Wine

오스트리아 레드 와인 Austria Red Wine **ATR**
오스트리아 화이트 와인 Austria White Wine **ATWH**
오스트리아 스파클링 와인 Austria Sparkling Wine **ATSPK**
오스트리아 로제 와인 Austria Rose Wine **ATRO**

체코 레드 와인 Czech Red Wine **CZR**
체코 화이트 와인 Czech White Wine **CZWH**
체코 스파클링 와인 Czech Sparkling **CZSPK**
체코 로제 와인 Czech Rose Wine **CZRO**

프랑스 보르도 레드 와인 France Bordeaux Red Wine **FBOR**
프랑스 피노 누아 France Pinot Noir **FPN**
프랑스 론 스타일 레드 와인 France Rhône Style Red Wine **FRH**
프랑스 랑그독 레드 와인 France Languedoc Red Wine **FLD**
프랑스 남서부지방 레드 와인 France Southwest Red Wine **FSW**
프랑스 블렌딩 레드 와인 France Blended Red Wine **FMVR**
프랑스 샤르도네 France Chardonnay **FCH**
프랑스 소비뇽 블랑 France Sauvignon Blanc **FSB**
프랑스 화이트 와인 France White Wine **FWH**
프랑스 샴페인 France Champagne **FCHAM**
프랑스 스파클링 와인 France Sparkling Wine **FSPK**
프랑스 로제 와인 France Rose Wine **FRO**

조지아 레드 와인 Georgia Red Wine **GGR**
조지아 화이트 와인 Georgia White Wine **GGWH**
조지아 스파클링 와인 Georgia Sparkling Wine **GGSPK**
조지아 로제 와인 Georgia Rose Wine **GGRO**

독일 슈페트부르군더 Germany Spätburgunder **GESPAT**
독일 리슬링 Germany Riesling **GERIE**
독일 레드 와인 Germany Red Wine **GER**
독일 화이트 와인 Germany White Wine **GEWH**
독일 스파클링 와인 Germany Sparkling Wine **GESPK**
독일 로제 와인 Germany Rose Wine **GERO**

그리스 레드 와인 Greece Red Wine **GRR**
그리스 화이트 와인 Greece White Wine **GRWH**
그리스 스파클링 와인 Greece Sparkling Wine **GRSPK**
그리스 로제 와인 Greece Rose Wine **GRRRO**

헝가리 레드 와인 Hungary Red Wine **HGR**
헝가리 화이트 와인 Hungary White Wine **HGWH**
헝가리 스파클링 와인 Hungary Sparkling Wine **HGSPK**
헝가리 로제 와인 Hungary Rose Wine **HGRO**
헝가리 스위트 와인 Hungary Sweet Wine **HGSWT**

이탈리아 산지오베제 베이스 Italy Sangiovese Based Wine **ITSVB**
이탈리아 코르비나 베이스 Italy Corvina Based Wine **ITCVR**
이탈리아 바르베라 베이스 Italy Barbera Based Wine **ITBB**
이탈리아 네비올로 Italy Nebbiolo Based Wine **ITNB**
이탈리아 네로 다볼라 베이스 Italy Nero d'Avola Based Wine **ITNDV**
이탈리아 프리미티보 베이스 Italy Primitivo Based Wine **ITPRM**
이탈리아 단일품종 레드 와인 Italy Mono Grape Red Wine **ITMGR**
이탈리아 블렌딩 레드 와인 Italy Blended Red Wine **ITMVR**
이탈리아 화이트 와인 Italy White Wine **IWH**
이탈리아 스파클링 와인 Italy Sparkling Wine **ITSPK**
이탈리아 로제 와인 Italy Rose Wine **IRO**

포르투갈 레드 와인 Portugal Red Wine **PTR**
포르투갈 화이트 와인 Portugal White Wine **PTWH**
포르투갈 스파클링 와인 Portugal Sparkling Wine **PTSPK**
포르투갈 로제 와인 Portugal Rose Wine **PTRO**

스페인 리오하 레드 와인 Spain Rioja Red Wine **SPRJ**
스페인 리베라 델 두에로 레드 와인 Spain Ribera del Duero Red Wine **SPRD**
스페인 라만차 레드 와인 Spain La Mancha Red Wine **SPLMR**
스페인 블렌딩 레드 와인 Spain Blended Red Wine **SPMVR**
스페인 단일품종 레드 와인 Spain Mono Grape Red Wine **SPMGR**
스페인 화이트 와인 Spain White Wine **SPWH**
스페인 스파클링 와인 Spain Sparkling Wine **SPSPK**
스페인 로제 와인 Spain Rose Wine **SPRO**

구세계 단일품종 레드 와인 Old World Mono Grape Red Wine **OWMG**
구세계 블렌딩 레드 와인 Old World Blended Red Wine **OWMVR**
구세계 화이트 와인 Old World White Wine **OWH**
구세계 스파클링 와인 Old World Sparkling Wine **OWSPK**
구세계 로제 와인 Old World Rose Wine **OWRO**
구세계 스위트 와인 Old World Sweet Wine **OWSWTR**

New World Wine

아르헨티나 까베르네 소비뇽 베이스 Argentina Cabernet Sauvignon Based Wine **AGCS**
아르헨티나 말벡 Argentina Malbec Based Wine **AGMB**
아르헨티나 블렌딩 레드 Argentina Blended Red Wine **AGMVR**
아르헨티나 단일품종 레드 와인 Argentina Mono Grape Red Wine **AGMG**
아르헨티나 화이트 와인 Argentina White Wine **AGWH**
아르헨티나 스파클링 와인 Argentina Sparkling Wine **ARSPK**
아르헨티나 로제 와인 Argentina Rose Wine **ARRO**

호주 까베르네 소비뇽 베이스 Australia Cabernet Sauvignon Based Wine **AUCS**
호주 까베르네 쉬라즈 Australia Cabernet-Shiraz **AUCSH**
호주 그르나슈 쉬라즈 무르베드르 Australia Grenach Shiraz Mourvedre **AUGSM**
호주 쉬라즈 Australia Shiraz Based Wine **AUSH**
호주 피노 누아 Australia Pinot Noir **AUPN**
호주 단일품종 레드 와인 Australia Mono Grape Red Wine **AUMG**
호주 블렌딩 레드 와인 Australia Blended Red Wine **AUMVR**
호주 샤르도네 Australia Chardonnay **AUCH**
호주 화이트 와인 (샤르도네 제외) Australia White Wine **AUWH**
호주 스파클링 와인 Australia Sparkling Wine **AUSPK**
호주 로제 와인 Australia Rose Wine **AURO**
호주 스위트 와인 Australia Sweet Wine **AUSWT**

캐나다 레드 와인 Canada Red Wine **CAR**
캐나다 화이트 와인 Canada White Wine **CAWH**
캐나다 아이스 와인 Canada Icewine **CAICE**
캐나다 스파클링 와인 Canada Sparkling Wine **CASPK**
캐나다 로제 와인 Canada Rose Wine **CARO**

칠레 까베르네 소비뇽 베이스 Chile Cabernet Sauvignon Based Wine **CHCS**
칠레 까르메네르 Chile Carmenere Based Wine **CHCM**
칠레 피노 누아 Chile Pinot Noir **CHPN**
칠레 시라 Chile Syrah Based Wine **CHSH**
칠레 블렌딩 레드 와인 Chile Blended Red Wine **CHMVR**
칠레 단일품종 레드 와인 Chile Mono Grape Red Wine **CHMG**
칠레 샤르도네 Chile Chardonnay **CHCH**
칠레 화이트 와인 Chile White Wine **CHWH**
칠레 스파클링 와인 Chile Sparkling Wine **CHSPK**
칠레 로제 와인 Chile Rose Wine **CHRO**

뉴질랜드 피노 누아 New Zealand Pinot Noir **NZPN**
뉴질랜드 레드 와인 New Zealand Red Wine **NZR**
뉴질랜드 소비뇽 블랑 New Zealand Sauvignon Blanc **NZSB**
뉴질랜드 화이트 와인 New Zealand White Wine **NZWH**
뉴질랜드 스파클링 와인 New Zealand Sparkling Wine **NZSPK**
뉴질랜드 로제 와인 New Zealand Rose Wine **NZRO**

남아공 레드 와인 South Africa Red Wine **SAR**
남아공 화이트 와인 South Africa White Wine **SAWH**
남아공 스파클링 와인 South Africa Sparkling Wine **SASPK**
남아공 로제 와인 South Africa Rose Wine **SARO**

미국 까베르네 소비뇽 베이스 USA Cabernet Sauvignon Based Wine **USCS**
미국 피노 누아 USA Pinot Noir **USPN**
미국 블렌딩 레드 와인 USA Blended Red Wine **USMVR**
미국 단일품종 레드 와인 USA Mono Grape Red Wine **USMG**
미국 샤르도네 USA Chardonnay **USCH**
미국 화이트 와인 (샤르도네 제외) USA White Wine **USWH**
미국 스파클링 와인 USA Sparkling Wine **USSPK**
미국 로제 와인 USA Rose Wine **USRO**
미국 스위트 와인 USA Sweet Wine **USSWT**

신세계 단일품종 레드 와인 New World Mono Grape Red Wine **NWMG**
신세계 블렌딩 레드 와인 New World Blended Red Wine **NWMVR**
신세계 샤르도네 New World Chardonnay **NWCH**
신세계 화이트 와인 (샤르도네 제외) New World White Wine **NWWH**
신세계 스파클링 와인 New World Sparkling Wine **NWSPK**
신세계 로제 와인 New World Rose Wine **NWRO**
신세계 스위트 와인 New World Sweet Wine **NWSWT**

포티파이드 와인 Fortified Wine **FORT**
네추럴 레드 와인 Natural Red Wine **NATR**
네추럴 화이트 와인 Natural White Wine **NATW**
오렌지 와인 Orange Wine **ORG**

Contact Us

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We invite all wine producers and wine countries interested in the Korean market to join KWC 2025.
Wines already distributed in Korea and wines from overseas wineries that are planning to export to Korea.

We are looking forward to your active participation in KWC 2025.