



## KOREA WINE CHALLENGE 2023

To: Winery representatives, marketing representatives

From: The secretariat of Korea Wine Challenge

Subject: The schedule of Korea Wine Challenge 2023

Dear Sir/Madam,

« Korea Wine Challenge (KWC) 2023 » will be held in June this year. You can find the timeline for KWC2023 at the bottom of this notice.

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.

Now in its 19th year, 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 juries composed only of incumbent leading sommeliers and to inform Korean consumers of the results. Wine Review, the only magazine in Korea promoting wines online and offline, hosts this event.

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. Wines already distributed in Korea are eligible to participate in this competition, and wines from overseas wineries are planning to export to Korea.

KWC 2023 entries are open from 1 March to 9 June. All wineries wishing to participate must submit an entry form and wine sample before the start of qualifying. The deadline for shipping the wine is June 9, 2023, ten days before the preliminary round.

We look forward to your participation in KWC2023 and your further growing presence in the Korean wine market.

### KWC 2023 Timeline

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|-----------------------|----------------------|
| • Registration period | March 1st ~ June 9th |
| • Sample arrival      | by June 9th          |
| • Preliminary round   | June 19 - June 23    |
| • Final Round         | June 26 - June 29    |

### KWC 2023 Venue

Korea Wine Challenge Seoul Grand Cellar

### How to register for KWC 2023

- Online registration is available on the KWC official website.  
[www.koreawinechallenge.com](http://www.koreawinechallenge.com)
- Alternatively, please download the registration form from the KWC official website. After filling it out, send it by e-mail.  
**E-mail: [info@koreawinechallenge.com](mailto:info@koreawinechallenge.com)**