



DBA  
WINTER  
TASTING  
2021



the  
drinks business  
ASIA

WINTER BLIND TASTING

# THE DB ASIA WINTER BLIND TASTING

## the drinks business ASIA

This Winter, The Drinks Business Asia will hold a Winter Blind Tasting in a drive to find and reward the best drinks brands on the world stage.

Chaired by The Drinks Business Asia's Managing Editor, Alice Liang and assessed by a panel of leading industry experts, including Master Sommeliers, Masters of Wine, senior buyers and leading mixologists, entries will be judged blind to discover this winter's best brands on the world stage.

- To enter The DB Asia Winter Blind Tasting 2021, you must be one of the following: a brand owner, a producer, a distributor/importer, retailer or official regional/national promotional body or producer association.
- If you are not the brand owner, you must have written permission to enter the Masters Series
- Bronze, Silver, Gold and Master medals will be awarded at the discretion of the judges
- The chairman's decision is final
- Medal winners will receive an official results email at the beginning of Winter 2021.

### TO ENTER:

1. Complete the entry form.
2. To pay, please include a cheque made payable to The Drinks Business Hong Kong Limited or provide credit card details on the entry form.
3. **For Spirits**, please forward two samples entered to: Marissa Walker, The DB Asia Winter Blind Tasting, 3/F, World Trust Tower, 50 Stanley Street, Central, Hong Kong.  
**For Wines**, please forward two samples entered to: Sophie Raichura, The DB Asia Winter Blind Tasting, Crown's Tuen Mun Cellar, 1/F Crown Data Centre 1, 6 Kin Fung Circuit, Tuen Mun, New Territories, Hong Kong. Please include the account name (The Drinks Business) or number (HKT0213) on the delivery note/waybill.
4. Please ensure that all HK duty on samples is pre-paid. This can be arranged through your shipping company.

**Entry Deadline: 1st October 2021**

# CATEGORIES



## **WINE**

We will categorise the wine flights based on wine style and price point. The entry form requests details on grape variety and blend, alcohol and sugar content, region of production and style, and any special certification (i.e. Organic, Vegan, etc). Our Managing Editor, Alice Liang and team are very experienced in the categorisation of wines for professional blind tasting and can ensure that all entries have the best possible position in their respective flights.

## **OTHER PRODUCTS**

Please describe ABV and Ingredients and a brief description of the product i.e. Mixer, Cider, Alcoholic ginger beer, Beer etc.

# CATEGORIES



## SPIRITS

### SCOTCH WHISKY

Blended / Blended Malt / Blended Grain  
Single Malt / Single Grain

### AMERICAN WHISKEY

Bourbon / Rye / Single Grain / Tennessee  
Single Malt

### IRISH WHISKEY

Single Malt / Single Grain / Single Pot Still  
Blended

### WORLD WHISKY

### COGNAC & BRANDY

VS / VSOP / XO / Other

### VODKA

### GIN

### RUM

White / Gold / Dark

### TEQUILA & MEZCAL (100% AGAVE)

Blanco / Reposado / Anejo / Extra Anejo / Other

### SPECIALITY SPIRITS

### LIQUEURS

### LOW/NO ALCOHOL

### PREMIXED

### DESIGN & PACKAGING

## PRODUCT DETAILS

# WINE

### Your details:

Company name: .....

Contact name: .....

Address: .....

Telephone: .....

Website: .....

Email:.....

### Please fill in the name of the wine as it appears on the label:

.....

Winery name: .....Vintage: .....

Country of origin: .....Region: .....

Grape variety(ies):

1 ..... % ..... 3 ..... % .....

2 ..... % ..... 4 ..... % .....

Please note that we require **all of the information to be completed** in order to accept your entry.

### Your wine is - please tick one option from each section below:

1.  Certified Organic Wine  Made with Certified Organic Grapes

Certified Biodynamic

Please state certifying organisation:.....

2.  Oaked  Unoaked

3.  Still  Sparkling  Fortified

4.  Red  White  Rose

5.  Light bodied  Full bodied

6. Estimated HK\$ retail price: HK\$.....  Under HK\$100  HK\$100-HK\$150

HK\$150-HK\$200  HKD\$200-HKD\$300  HK\$300-HK\$500  HK\$500+

7. Residual sugar level: .....g/l

8. ABV (alcohol by volume): .....%

9. Approximate sulfur dioxide (SO2) level: .....mg/l

Additional information: .....

.....

## PRODUCT DETAILS

# SPIRITS

Name will appear in results printed in The Drinks Business Asia magazine. Please provide correct spelling.

.....

Category:.....

Country and region of origin: .....

Name of distillery (not for publication):  
.....

Brand owner (to be printed in results):  
.....

Brand's website:  
.....

Age:..... Alcohol content (%abv):.....

Recommended Retail Price (HK\$):.....

## PAYMENT DETAILS

### Your Payment:

Administration fee for the DB Winter Blind Tasting 2021 is HK\$ 1560.00 per entry Total number of entries ..... x HK\$ 1560 = Total HK\$ .....

### Our payment details:

#### Bank Transfer

Name: The Drinks Business Asia Limited

Account Number: 801-148982-001 (HKD) /801-148982-838 (EUR/USD) Bank Name: HSBC

Sort Code: 004

Swift: HSBCHKHHHKH

#### Bank Cheque

Cheques made payable to: The Drinks Business Asia Limited

Address: 3/F, World Trust Tower, 50 Stanley Street, Central, Hong Kong

#### Credit Card

Please debit my Switch/Amex/VISA/Mastercard

Card number: □□□□ □□□□ □□□□ □□□□

Expiry date: □□/□□

Issue no: (switch only) □□□

3 digit security code: □□□

Please email [sophie@thedrinksbusiness.com](mailto:sophie@thedrinksbusiness.com) with your completed form, for online credit card payment link.

#### Delivery Details:

Entries must be duty paid and delivered to:

**For Spirits**, please forward two samples entered to:

Marissa Walker, The DB Asia Winter Blind Tasting, 3/F, World Trust Tower, 50 Stanley Street, Central, Hong Kong.

**For Wine**, please forward two samples entered to:

1/F, Crown Data Centre 1, 6 Kin Fung Circuit, Tuen Mun, New Territories, Hong Kong.

Contact Person at CWC: Kelvin Pun (Tel: +852 2453 3530)

Please email [sophie@thedrinksbusiness.com](mailto:sophie@thedrinksbusiness.com) with the shipment details before shipment for our tracking.

I confirm that customs duties will be paid in advance of sending entries

I confirm THREE bottles of each entry will arrive by 1<sup>st</sup> October 2021

**Note: if your samples do not arrive in time for the competition, we will not be able to refund your entry fee.**

## ENTRY FEES

**Single entry** – This will be suited to anyone wishing to highlight a new product and expose our judges to your brand.

The cost to submit a single entry is HKD\$1560 + VAT.

For more information on Portfolio or Block entries, please contact Andrew Oliver at [andrew.oliver@thedrinksbusiness.com](mailto:andrew.oliver@thedrinksbusiness.com)

**Portfolio entry** – This is useful where you are trying to highlight your range or a section of your range as a whole. A portfolio entry rate can be negotiated based on volume.

**Block entry** – This is designed for regional promotional bodies or promotional associations representing a type of wine or spirits. This should be seen as part of a bespoke package which can include a special write-up of the results for the region/association as a whole, a potential editorial visit to the region of production and editorial feature, and a dedicated presence for the region/association and masterclass at our consumer events or at a separate dedicated trade event. We can give a bespoke quotation on this activity based on your requirement.

Total number entries submitted @ HKD\$1560 \_\_\_\_\_

VAT @ 20% \_\_\_\_\_

Total \_\_\_\_\_

YOUR VAT No \_\_\_\_\_

\* THE UK VAT RULES HAVE CHANGED. European companies with a valid VAT registration number do not have to pay UK VAT. Companies outside of Europe are not required to pay UK VAT and do not have to provide a VAT registration number.

Please send receipt/invoice

Signature \_\_\_\_\_

Date \_\_\_\_\_

---

## CONTACT US

Sophie Raichura  
[sophie.raichura@thedrinksbusiness.com](mailto:sophie.raichura@thedrinksbusiness.com)  
t: +658 361 5048



# The DB Asia Winter Blind Tasting: Wine

## **Crown Wine Cellars**

**Account HKT0213 (DBHK)**

1/F, Crown Data Centre 1,  
6 Kin Fung Circuit, Tuen Mun,  
New Territories, Hong Kong.

Contact Person at CWC: Kelvin Pun  
(Tel: +852 2453 3530)

# **The DB Asia Winter Blind Tasting: Spirits**

Marissa Walker,  
The DB Asia Winter Blind Tasting,  
3/F, World Trust Tower,  
50 Stanley Street,  
Central,  
Hong Kong.