

Turkish Wine Challenge 2023 Entry Info Pack



“The world’s unique and boutique international wine competition with a personal touch.”

London, 17 - 20 May 2023



By entering the TWC, Your Wines Get Noticed Worldwide



Turkish Wine Challenge® (TWC) is an international wine competition with a unique and boutique approach to promote wines of the region and far afield.

Our competition celebrates the highest quality wines and awards medals to the very best.



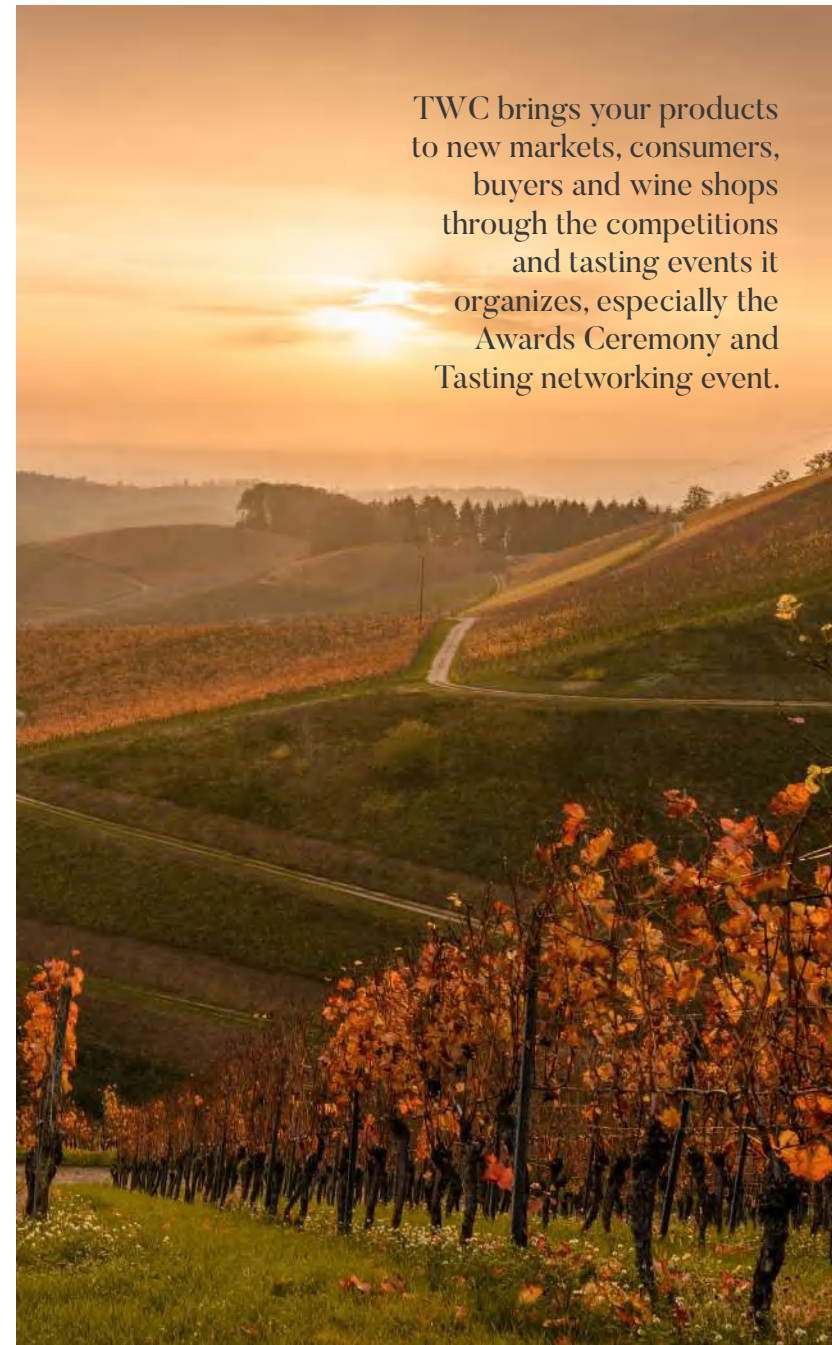
Wines meriting a medal get a TWC sticker that sets them apart as superior wines and helps the consumer to discover these great wines.

Wines getting a medal get a TWC sticker that sets them apart as superior wines and helps the consumer to discover these great wines.



TWC brings your products to new markets, consumers, buyers and wine shops through the competitions and tasting events it organizes, especially the Awards Ceremony and Tasting networking event.

TWC
TURKISH
WINE
CHALLENGE



WHAT CAN WINNING A TWC MEDAL DO FOR YOU?



Wine Makers Reviews

“I definitely look to TWC and the points and the medals, helping me make decisions about what to propose to my business.”

“The fact that there are international wine judges, that it attracts such a broad, diverse range of wines - the standard is incredibly high.”

“TWC for us to sell wines is really important so therefore when I’m buying it’s something I really look to.”



“THROUGH THE TWC STICKERS”

Why Enter

“More brand awareness and improved sales”

“Elevated status of wines and trustworthy accolade for a new release”

“It can open conversations with buyers, it gives consumer confidence to pick from the shelf.

Have your wines tasted by the world’s top wine experts and regional specialists

Judged by the leading experts from around the world, including Masters of Wine and Master Sommeliers, wines at TWC are evaluated by regional specialists who understand the typical factors of a region.

Benchmark against the competition

Panels of regional experts blind-taste TWC wines in carefully organised flights by country, region, colour, grape, style, vintage and price. This ensures that wines are judged against their peers

Benefit from TWC endorsement and unrivalled media reach

Medal winners benefit from extensive promotion on all TWC platforms, turkishwinechallenge.org, TWC social media channels, plus a TWC results issue.

Worldwide partnerships & events

We work with retailers worldwide to promote TWC medal winners in-store and online. TWC-focused events, stands and masterclasses, are held globally to promote award-winning wines to both trade and consumers.



An international 100 point scale is used to evaluate the wines in several categories.

METHODOLOGY

The wines are methodically blind tasted and scored. There is a panel of internationally acclaimed judges tasting the wines independently. There are certified global wine experts, wine decision makers and wine buyers among the jury.

The award grades are:

Grand Gold
96 - 100 Points



Gold
91 - 95 Points



Silver
85 - 90 Points



WHAT WE ACHIEVED

In our launch edition of 2021, we have had registration from 300 brands of international and domestic origin



In our 2022 edition we have had 50:50 split representation from international and local producers



We are expecting to reach record number of registration for our London session in 2023

OUR TEAM



Serhat Narsap, DipWSET
Founder & Managing Director



Kathleen Smith,
IT Manager, WSET Advanced



John McHale,
Finance Consultant



Sue van Wyk,
Technical Advisor



Stefania Calleja,
Sales & Marketing Manager



Events and Public Relations
Manager

OUR JUDGES



David Forer
MW



Neil Sommerfelt,
MW
Wine Consultancy, UK



Svetoslav Manolev
MS



Mike Best
MW



Lindsay Oram,
DipWSET
UK



Darryl Joseph
Wine Writer/Presenter,
Austria



Kathleen Smith
WSET Advanced
USA



Ketevan Jurkhadze,
WSET Advanced
Winebuyer/Academic,
Georgia



Beth Willard
Diploma Wine
Management



Diana Pavelescu,
DipWSET
Wine Expert/Educator,
Romania

TWC DATES



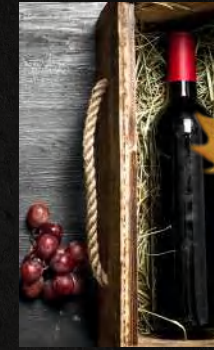
TWC Wine
Festival
May/June
2023, London



TWC Judging
Sessions
May 2023,
London



World
Narince Day,
June 2023,
Istanbul



World Bornova
Misketi Day,
September 2023,
Izmir



World
Kalecik Karasi
Day, August
2023, Ankara



TWC Awards
Ceremony,
November
2023, Istanbul



REGISTRATION & FEES

From November 14th, 2022 to February 28th, 2023 Early Bird discounted rate of €199 per entry, a 28% discount!

From March 1st to April 28th, 2023 €275 per entry

6th Wine is Free!

Submit one form per entry due by 28 April 2023

Please send a case of 6 bottles for each entry participating in the competition no later than May 5, 2023.

The invoice will be issued by Sonvino Ltd, 37 Oakland St, Belinog, Treharris, CF46 6TE - UK

OUR PARTNERS



www.mewsc.org



www.nuryelaldi.av.tr



www.sunolus.com

TWCO TURKISH
WINE
CHALLENGE



Contact the TWC team at
www.turkishwinechallenge.org