



MERIT

WINE & SPIRIT CHALLENGE

GUIDE TO ENTERING AND PARTICIPATING IN THE 2023 Merit Wine and Spirit Challenge

Contents

About this event.....	3
How is this event different from other wine and spirits events?	3
For wine	3
For Spirits	3
Panellists	4
Awards	4
What is different about the 2023 event?	5
For wine:	5
For Spirits:	5
Mead, Cider and Fruit wines:.....	5
What are the advantages of being awarded?.....	5
What are the awards that can be garnered?.....	6
Basic steps towards entering and achieving an award:.....	6
Key Dates	7
Registration.....	7
Can wines from other countries enter?.....	7
General registration guidelines:.....	7
Entering your product.....	8
What are the product categories?	8
White Wines	8
Red Wines	9
Sweet Wines	10



Wines not from grapes	10
Spirits	11
Liqueurs.....	13
What constitutes an entry?	13
Photo of product - pack shot	14
I cannot find the account we registered.....	15
I forgot my username or password. What can I do?	15
Paying for entries:	15
Sending and delivery of samples:	16
How many samples are needed?.....	16
What are the dates and entry fees?	16
Key Dates	16
Do you have a preferred sender?	16
Where and when do the samples need to arrive	17
Judging of products.....	17
Who will be the judges?.....	17
How are the products evaluated?	17
Will the judging process be audited?.....	18
Stickers and award FAQs.....	18
Can I use the award artwork for other brands?	18
When will the stickers be available?.....	19
What is the format of the stickers?	19
When do I have to order the stickers?.....	19
What is the cost associated with the stickers?.....	19
Award guidelines.....	20
General FAQs	20
Is there any discount offered?	20
Can I enter unlabelled products?.....	20
Will the tastings be audited?	20
Do I get a certificate when my product is awarded?	21
General Rules	21



About this event

The illustrious and prestigious Merit Wine and Spirit Challenge bestows coveted Gold Awards upon exceptional wines and spirits of the utmost quality. Not only does it recognize excellence, but it also commends value wines priced at R150 and below, and the best value spirits priced at R300 or below.

As a testament to extraordinary merit, those exceptional wines and spirits that have the honour of receiving both awards are granted the esteemed Double Gold award.

The Merit Wine and Spirit Challenge serves as a pinnacle of distinction, honouring the finest libations and showcasing the crème de la crème of the industry.

How is this event different from other wine and spirits events?

For wine

This esteemed event will employ a meticulously crafted and scientifically rigorous framework to ascertain its victors.

In the pursuit of impartial evaluation, the evaluation process will distinctly segregate all classes, for example, Rosé wines, subjecting them solely to the scrutiny of their Rosé counterparts.

Similarly, other esteemed classes, such as Cabernet Sauvignon, shall engage in a noble competition, establishing their own benchmark for the discerning judgement they deserve.

By meticulously distinguishing and aligning like with like, this event upholds the utmost standards of objectivity, ensuring the most illustrious and prestigious wines emerge triumphant, celebrated for their exceptional qualities within their respective domains.

For Spirits

This eminent event will uphold the highest scientific standards of objectivity, recognizing that products' unique qualities must be evaluated within their respective classes.

Thus, gins shall be appraised independently, their distinguished characteristics assessed and celebrated among their peer gins. In a similar vein, vodkas shall



receive their own distinct evaluation, where their remarkable attributes and merits shall be meticulously judged and celebrated within their own peer group.

By upholding such a meticulous framework of classification, each class of product shall establish its own noble benchmark, celebrated for their distinct merits and exceptional qualities. The resulting evaluations shall represent the utmost in scientific rigour and illustrious prestige, ensuring only the most exceptional products are honoured as industry leaders.

Panellists

The distinguished Merit Wine and Spirit Challenge, cognizant of the evolving landscape of fine wine and spirits consumption, acknowledges the discerning palates and groundbreaking preferences of the younger generation.

Unlike their predecessors, these individuals have not been bound by the confines of limited choices and the sway of established producers. Embracing a spirit of boundless exploration, they forge new frontiers and shatter traditional conventions. Recognizing their pivotal role in shaping the future of the fine-wine industry, the Challenge sets a course to inclusivity and enlightenment. A substantial contingent of esteemed young panellists hailed for their profound insights and visionary perspectives, shall be thoughtfully appointed, offering them a distinguished platform to lend their resounding voices. This strategic endeavour ensures that this influential generation finds representation and influence within this illustrious and esteemed event, safeguarding the dynamism and transformative power they embody.

Awards

The highly esteemed Merit Wine and Spirit Challenge bestows the distinguished Gold Awards upon only the most exceptional spirits and wines of unparalleled quality. In a testament to its unwavering commitment to excellence, this prestigious event goes above and beyond by recognizing outstanding wines priced at R150 and below, as well as extraordinary spirits that offer remarkable value within the R300 or below range. It is a true celebration of craftsmanship and distinction.

Furthermore, the pinnacle of accolades, the revered Double Gold award, is exclusively reserved for those extraordinary wines and spirits that achieve the rare and coveted honour of receiving both awards. The Merit Wine and Spirit Challenge stands as a pinnacle of prestige, bestowing its illustrious awards upon the pinnacle of libations, and showcasing the utmost excellence and distinction within the realm of fine wines and spirits.



What is different about the 2023 event?

For wine:

Focus on niche and overlooked classes:

- Organic Wines
- Alternative Wine Styles
- Niche cultivars – like Portuguese cultivars
- Old Vine wines
- Shiraz blends

Focus on Crowd Pleasers:

- Sauvignon blanc
- Chenin blanc
- Rosé / Blanc de Noir
- Red Blends
- Cabernet Sauvignon
- Shiraz

For Spirits:

More Spirit classes:

- More rum and gin classes, like Sloe Gin
- Flavoured spirits of every kind
- Whiskies, brandy and Mezcal from any country or type.

Mead, Cider and Fruit wines:

- Non grape wines
- Honey wine (Mead)
- Apple wine (Cider)

What are the advantages of being awarded?

- An award shows that your product was evaluated and awarded by independent third-party sommeliers and wine and spirit experts, supporting your claims of superior quality.
- Awards are a symbol of quality to use in marketing – Artwork can be downloaded for free.
- You will receive an award certificate. If the same product is marketed under different brand names, you can receive extra certificates for those at no extra cost.
- An award will serve as content for social media and PR campaigns.



- An award will highlight the brand's prestige and standing.
- An award could just give you that extra edge you needed, making a buying decision so much easier.
- Stickers will be available at a cost of R375.00 excluding VAT per 1000.

What are the awards that can be garnered?

The highly esteemed Merit Wine and Spirit Challenge bestows the distinguished Gold Awards upon only the most exceptional spirits and wines of unparalleled quality. In a testament to its unwavering commitment to excellence, this prestigious event goes above and beyond by recognizing outstanding wines priced at R150 and below, as well as extraordinary spirits that offer remarkable value within the R300 or below range. It is a true celebration of craftsmanship and distinction.

Furthermore, the pinnacle of accolades, the revered **Double Gold award**, is exclusively reserved for those extraordinary wines and spirits that achieve the rare and coveted honour of receiving both awards. The Merit Wine and Spirit Challenge stands as a pinnacle of prestige, bestowing its illustrious awards upon the pinnacle of libations, and showcasing the utmost excellence and distinction within the realm of fine wines and spirits.

Stickers may be purchased from the organisers and may not be printed by any other party.

There will be only one print run, and extra stickers will be allocated on a first-come, first-served basis.



Basic steps towards entering and achieving an award:

- Register online and thereby create an account.
- Read all about the entry process below and enter your products online.
- Make payment for your entries.
- Send your samples at the appropriate time for the judges to receive them in time.
- Judging process
- Results are released



Key Dates

- Registration and entries open - 7 March 2023
- Early bird close – 4 July 2023 (After this the normal entry fee applies)
- Final Close for entries – 8 August 2023

Delivery of samples to the venue outside Stellenbosch, South Africa - 14 and 15 August 2023 (Monday and Tuesday).

Results released 21 August 2023

Early bird entry fee – R890.00 excluding VAT
Normal entry fee - R1095.00 excluding VAT

Registration

Can wines from other countries enter?

As long as a wine is being sold in South Africa, that wine can be entered. Wines produced in other countries do not have to be certified locally.

General registration guidelines:

- Registration is done online at <https://entries.themeritchallenge.com/index.php?section=register&go=entrant>
- The event is open to all wine, spirits and alcoholic drinks producers.
- If the entrant is not the producer, consent must be obtained from the manufacturer to enter their products, and must include an agreement to abide by the rules of the event.
- It is the responsibility of the person entering the awards, to be available by email at all times to receive emails during the process, from registration, entering, delivery and when the results are released.
- To avoid missing any emails, or correspondence, it is the responsibility of entrants to add the domain "themeritchallenge.com" to the safe sender's list, to avoid missing any correspondence. In Outlook, go to the "Home" Tab, and in the "Delete" group, select the arrow next to "Junk". Select "Junk Email Options". In the "Junk Email Options" dialogue box, go to the "Safe Senders" tab. Select Add. Add the domain themeritchallenge.com and click "OK". The domain will then appear on the safe sender's list. Select "OK".



Entering your product

What are the product categories?

White Wines

1. Perlé or slightly Sparkling Wine (RS<=10g/L)
2. Perlé or slightly Sparkling Wine (RS>10g/L)
3. Sparkling Fruit Wine
4. Sparkling Mead (Sparkling Honey Wine)
5. Sparkling Flavoured White Wine
6. Sparkling Flavoured Red Wine
7. Sparkling Wine (Not Bottle Fermented) (RS<=15g/L)
8. Sparkling Wine (Not Bottle Fermented) (RS>15g/L)
9. Method Ancestrale
10. Sparkling Wine Bottle Fermented Zero Dossage
11. Sparkling Wine Bottle Fermented (RS<=15g/L)
12. Sparkling Wine Bottle Fermented (RS>15g/L)
13. Low Alcohol/Dealcoholised White Wine
14. Albarino
15. Bukettraube
16. Cape Riesling (Crouchen blanc)
17. Chardonnay (RS<=10g/L)
18. Chardonnay (RS>10g/L)
19. Chenin blanc (RS<=10g/L)
20. Chenin blanc (RS>10g/L)
21. Clairette Blanche
22. Colombar (RS<=10g/L)
23. Colombar (RS>10g/L)
24. Grenache Blanc
25. Grüner Veltliner
26. Hanepoot
27. Marzanne
28. White Muscadel (RS<=10g/L)
29. White Muscadel (RS>10g/L)
30. Nouvelle
31. Pinot Gris (Pinot Grigio)
32. Rousanne
33. Sauvignon blanc (RS<=10g/L)
34. Sauvignon blanc (RS>10g/L)
35. Sémillon
36. Verdelho
37. Viognier
38. Weisser Riesling (Rhine Riesling)



39. Other Single White Non-Muscat Cultivar (RS<=10g/L)
40. Other Single White Muscat Cultivar (RS>10g/L)
41. Other Single White Cultivar (RS>10g/L)
42. White Blend (RS<=10g/L)
43. White Blend (RS>10g/L)
44. White wine from a red cultivar
45. Skin-Contact White wine (Orange Wine)
46. Long barrel aged white (white/gris) – 2 or more years in barrel
47. Natural pale (Non – fortified flor aged)
48. Alternative White Wine
49. Sun Wine
50. Blanc de Noir and Rosé (RS<=10g/L)
51. Blanc de Noir and Rosé (RS>10g/L)
52. Flavoured White Wine Still
53. Spirit Coolers

Red Wines

54. Low Alcohol/Dealcoholised Red Wine
55. Barbera
56. Cinsaut
57. Cabernet Franc
58. Cabernet Sauvignon
59. Carignan
60. Grenache Noir
61. Nebbiolo
62. Nero (Nero d'Avola)
63. Pinot Noir
64. Pinotage – Non-coffee style
65. Pinotage Coffee Style
66. Primitivo
67. Sangiovese
68. Malbec
69. Merlot
70. Mourvedre
71. Nebbiolo
72. Petit Verdot
73. Petit Syrah (Durif)
74. Ruby Cabernet
75. Shiraz (Syrah)
76. Souzao
77. Tannat
78. Tempranillo
79. Tinta Barocca
80. Tinta Roriz



81. Touriga Nacional
82. Touriga Franca
83. Touriga Francesca
84. Other Red Cultivars
85. Bordeaux Styled Red Blend (May only contain the 5 Bdx cultivars)
86. Cape Blend (Must contain at least 30% Pinotage)
87. Rhône Style Blend
88. Shiraz Blend (must contain minimum 30% Shiraz)
89. Red and White Cultivar Blend
90. Other Red Blend
91. Alternative Red Wine
92. Flavoured Red Wine Still
93. Red Vermouth
94. Sweet Red (RS>10g/L)
95. Other Type of Wine

Sweet Wines

96. Natural Sweet Wine (RS>50g/L)
97. Late Harvest (RS>30g/L)
98. Special Late Harvest (RS>50g/L)
99. Noble Late Harvest/ Botrytis wine
100. Ice wine
101. Straw Wine
102. Cape White Port
103. Cape Pink Port
104. Cape Ruby Port
105. Cape Tawny Port
106. Cape Vintage Port
107. Cape Late Bottled Vintage Port
108. Port Other
109. White Non-Muscat Jeripigo
110. Red Non-Muscat Jeripigo
111. Hanepoot Jeripigo
112. White Muscadel Jeripigo
113. Red Muscadel Jeripigo
114. Fino Sherry
115. Oloroso Sherry
116. Cream Sherry (Full Crème)

Wines not from grapes

3. Sparkling Fruit Wine
4. Sparkling Mead (Sparkling Honey Wine)



- 95. Other Type of Wine
- 117. Rice Wine Unflavoured
- 118. Rice Wine Flavoured
- 119. Fruit Wine Unfortified
- 120. Fruit Wine Unfortified and Flavoured
- 121. Fruit Wine fortified
- 122. Mead European/American Style
- 123. Mead African Style
- 124. Cider Normal
- 125. Cider – Perry
- 126. Cider - Wood Aged Cider
- 127. Cider - Ice Cider
- 128. Cider Flavoured

Spirits

- 129. Absinthe White (Blanche)
- 130. Absinthe Green (Verte)
- 131. Absinthe - Other styles incl. Bohemian
- 132. Vodka/Eau de Vie unflavoured
- 133. Vodka/Eau de vie - Apple Flavoured
- 134. Vodka/Eau de vie - Berry Flavoured
- 135. Vodka/Eau de vie - Citrus Flavoured
- 136. Vodka/Eau de vie - Cucumber Flavoured
- 137. Vodka/Eau de vie - Strawberry flavoured
- 138. Vodka/Eau de vie - Other Fruit Flavoured
- 139. Vodka/Eau de vie - Caramel Flavoured
- 140. Vodka/Eau de vie - Chocolate Flavoured
- 141. Vodka/Eau de vie - Coconut Flavoured
- 142. Vodka/Eau de vie - Herb Flavoured
- 143. Vodka/Eau de vie - Nut Flavoured
- 144. Vodka/Eau de vie - Spice Flavoured
- 145. Vodka/Eau de vie - Vanilla Flavoured
- 146. Vodka/Eau de vie - Vegetable Flavoured
- 147. Vodka/Eau de vie - Other Flavours
- 148. Gin - Dutch type /Jenever Young (Jonge)
- 149. Gin - Dutch type /Jenever Old (Oude)
- 150. Gin - Dutch type /Jenever (Korenwijn)
- 151. Gin - London Dry
- 152. Gin - Old Tom style
- 153. Gin - Plymouth style
- 154. Gin - Barrel Aged
- 155. Gin - Navy Style
- 156. Gin - Sloe Gin
- 157. Gin - New style



158. Gin – Flavoured
159. Gin Other
160. Tequila
161. Mezcal
162. Sotol
163. Witblits - Unaged brandy made from grapes
164. Brandy (from grapes) Non-Vintage/ Age not Defined
165. Brandy (from grapes) 3-8 Years
166. Brandy (from grapes) 9-12 years
167. Brandy (from grapes) 13 or more years old
168. Brandy (from grapes) Buchu flavoured
169. Brandy (from grapes) Ginger flavoured
170. Brandy (from grapes) Honeybush flavoured
171. Brandy (from grapes) Other Flavour
172. Grappa / Husk brandy – unflavoured
173. Grappa / Husk Brandy - infused or flavoured
174. Brandy from fruit - Apple – Unaged
175. Brandy from fruit - Apricot – Unaged
176. Brandy from fruit - Cherries – Unaged
177. Brandy from fruit - Citrus – Unaged
178. Brandy from fruit - Fig – Unaged
179. Brandy from fruit - Maroela – Unaged
180. Brandy from fruit - Peach – Unaged
181. Brandy from fruit - Pear – Unaged
182. Brandy from fruit - Plum – Unaged
183. Brandy from other fruit – Unaged
184. Brandy from fruit - Flavoured
185. Brandy from Fruit Aged 3 years or less
186. Brandy from Fruit Aged 3 years or more
187. Brandy Other
188. Whisky Scottish Blended
189. Whisky Scottish Single grain
190. Whisky Scottish Single malt
191. Whiskey Irish Blended
192. Whiskey Irish Single Grain
193. Whiskey Irish Single Malt
194. Whiskey USA Bourbon
195. Whiskey USA Blended
196. Whiskey USA Single Grain
197. Whiskey USA Single Malt
198. Whiskies - Rest of World – Blended
199. Whiskies - Rest of World - Single Grain
200. Whiskies - Rest of World - Single Malt
201. Whiskies -Other
202. Rum - Unaged - not spiced or flavoured



- 203. Rum - Unaged Spiced
- 204. Rum - Unaged Flavoured
- 205. Rum Aged (0-3 years)
- 206. Rum Aged (3-9 years)
- 207. Rum Aged (10-14 years)
- 208. Rum Aged (15 years or older)
- 209. Rum Aged with Solera Method
- 210. Spirits Other

Liqueurs

- 211. Aniseed Liqueur
- 212. Cassis Liqueur
- 213. Citrus Liqueur
- 214. Chocolate Liqueur
- 215. Coconut Liqueur
- 216. Coffee Liqueur
- 217. Non-flavoured Cream Liqueur
- 218. Flavoured Cream Liqueur
- 219. Elderflower Liqueur
- 220. Ginger Liqueur
- 221. Peppermint Liqueur
- 222. Marula Liqueur
- 223. Herb Liqueur
- 224. Egg Liqueur
- 225. Fruit Liqueur
- 226. Herbal/Botanical/Spiced Liqueur
- 227. Nut Liqueur
- 228. Dairy/Cream Liqueurs
- 229. Honey Liqueur
- 230. Whiskey Liqueur
- 231. Brandy Liqueur
- 232. Other Liqueur

Before you enter your products, please read through these questions and answers, and gather the necessary details about each entry.

What constitutes an entry?



For certified wines:

For certified wines, one entry consists of a wine from a particular application number. The same wine with different application numbers will be considered as different wines.

Other products that will not be certified

If the same product that is chemically, and taste-wise identical, comes in different forms of packaging (for example glass and plastic refills) or in different sizes (250 ml, 500 ml etc.), they only have to be entered once in whichever size presented. We will provide additional personalised certificates for all the packaging sizes if necessary, but the certificate is normally made out to the product, and not the particular packaging format.

If the same product (that is chemically and flavour-wise identical), is available under different brand names, the product may only be entered once, and we will provide additional personalised certificates to all the brand names if the product is awarded.

The same product cannot be entered twice. The same product may not be entered by different parties or people.

- A product may only be entered into one category per year.
- Please include the flavour or any other distinguishing details of your products after the name of your product, to be able to identify every product afterwards.
- Products that are entered must be sensorially and chemically identical to commercial products they represent in every practical way.
- Companies may enter as many products as they want.
- You are welcome to choose your own category or contact us.
- The organisers may change the category of the product to a category more suitable for judging at their own discretion.

Photo of product - pack shot

When you enter, you are asked to upload photos of the products that can later be used on social media to promote the winners. It is highly advised to upload an image to make use of the opportunity, but it is not compulsory.

The photo/graphic should have the following characteristics.

- Square image with a product in the centre with a white or see-through background.



- The product featured should be the exact product entered.
- The photo must feature the product alone without any decoration, accompaniments, or text.
- Besides the product in its own packaging, the photo should not show any other company or product logos.
- Photos that do not adhere to these criteria might not be used.
- The image should measure 1080 x 1080 pixels or more.

Registration FAQs

I cannot find the account we registered.

Every year, the details of companies change, or we need additional information. We, therefore, require all companies to register afresh every year. If you have registered for the year, please see the question below.

I forgot my username or password. What can I do?

When you register, you receive an email with your username and password. Please search for this email, and if necessary look in your spam folder.

To avoid missing any emails, or correspondence, it is the responsibility of entrants to add the domain "themeritchallenge.com" to the safe sender's list, to avoid missing any correspondence. In Outlook, go to the "Home" Tab, and in the "Delete" group, select the arrow next to "Junk". Select "Junk Email Options". In the "Junk Email Options" dialogue box, go to the "Safe Senders" tab. Select Add. Add the domain themeritchallenge.com and click "OK". The domain will then appear on the safe sender's list. Select "OK".

If you cannot find your login details, please contact us.

Paying for entries:

Once entries have been completed, the entrant may print the invoice for the entry fees online, after logging into their account.

There are Four ways to pay:

- Bank EFT
- Walletdoc - All credit cards including Amex accepted (please email us for a link)
- Payfast online payment – Some credit cards, including Amex not accepted.
- Upon request, we can send you a EURO or USD invoice for payment via PayPal.



Once you have paid your entry fee, there are no follow-up fees unless you want to order stickers.

You are responsible for all costs associated with delivering the samples.

Entries that are not fully paid by the cut-off date will be disqualified. Samples of disqualified products will not be judged or returned.

No refund of entry fees will be done once entries have closed. If the entry is withdrawn, or if the sample does not arrive in time, no refund will be given. It is the responsibility of the entrant to manage entries and delivery, to make sure the correct samples arrive on time, and only samples that have to be judged are entered.

Sending and delivery of samples:

How many samples are needed?

For wine, you only need 3 x 750ml bottles or the volumetric equivalent for samples.

For spirits and all other products, 2 x 750ml (or 700ml) samples, or the volumetric equivalent are needed as samples.

What are the dates and entry fees?

Key Dates

- Registration and entries open - 7 March 2023
- Early bird close – 4 July 2023 (After this the normal entry fee applies)
- Final Close for entries – 8 August 2023

Delivery of samples to the venue outside Stellenbosch, South Africa – 14th and 15th August 2023 (Monday and Tuesday).

Results released 21 August 2023

Early bird entry fee – R890.00 excluding VAT

Normal entry fee - R1095.00 excluding VAT

Do you have a preferred sender?

DHL is our preferred logistics partner.



You may use any courier you choose, but DHL is our preferred partner, especially for samples that come from overseas. They have intimate knowledge of local conditions, and when there are problems, we have a direct line of communication with them, whereas other couriers may not jump to the task. It is up to you.

When making use of DHL, please contact:

Marijke Douglas by email at Marijke.Douglas@dhl.com or phone her on +27 (0)21 872 4717 for more details.

Where and when do the samples need to arrive

Samples must be delivered between 09:00 and 16:00 on the 14th and 15th of August 2023 (Monday and Tuesday).

Participants may use any courier, but please ensure that samples are delivered to:

The Merit Wine and Spirit Challenge
C/o Wanda Cronjé
Nietvoorbij Experimental Cellar
Nietvoorbij,
Klapmuts Road (R44),
Stellenbosch
South Africa

The person receiving the samples:

Wanda Cronjé

Email: wanda@tppromotions.co.za

Tel: 082 920 1783

Samples must be delivered between 9:00 and 16:00 on the two days allocated.

Judging of products

Who will be the judges?

We make use of the best sommeliers, Cape Wine Masters, and wine and spirits experts.

How are the products evaluated?

During judging, products are always evaluated double-blind, meaning that the tasters have no idea of who produced the products, or the name of the products, except the



type of product evaluated, and the needs and expectations that the product is supposed to fulfil.

The judges each make up their own minds as to the quality of the product, without conferring with each other to reach a consensus. The judges' score is not subject to their own taste, instead, they evaluate products from the viewpoint of consumers who loves products in that category.

Will the judging process be audited?

The judging process will be audited by an accredited auditing firm to ensure that the judges are not influenced and that the tasting is done blind, and conforms to international standards.

- The decision of the judges is final, and no feedback will be given.
- We will not engage in correspondence involving products that did not win an award or did not do well enough.
- Some of the judges may be producers or sponsors, but none of them will judge the category they entered.

Stickers and award FAQs

Can I use the award artwork for other brands?

The award may only be used for the particular product that was entered, but if the exact same product (that is organoleptically and chemically identical) is marketed under a different brand name, the award may be used on that product as well. An additional award certificate will be granted at no extra cost to the other identical products. For wine, the award may only be used on wine with the particular application number that entered.

There are four ways to pay for the stickers:

- Bank EFT
- Walletdoc - All credit cards including American Express accepted (please email us for a link)
- Payfast online payment – Some credit cards including American Express not accepted.
- Upon request we can send you a EUR or USD invoice payable via PayPal.



When will the stickers be available?

The stickers will be available approximately two weeks after the results have been confirmed.

The stickers will be available for collection at an address in Stellenbosch, Western Cape, South Africa, for the account of the entrant. It is the responsibility of the entrant to arrange payment for the stickers, and arrange for the pick-up of the stickers.

What is the format of the stickers?

- Stickers come in multiples of 1 000.
- Stickers are 25 mm in diameter. Double award stickers measure 25 x 47 mm.
- The stickers are printed with bright, cold foil.
- The stickers come on rolls that have a 41 mm core diameter, and are wound leading edge left.
- Different core sizes, or winding techniques if needed, must be specified when the final sticker count is confirmed.

When do I have to order the stickers?

- When you enter your product, you are asked how many stickers you would like to order if that product is awarded.
- After that, you are again on two different occasions asked to confirm the quantity (in case the quantity changes, or if you decide either to order or not to order).
- After the results are released, there is the final cut-off time for sticker confirmation, and the stickers are printed upon your request, and you are obliged to pay for the stickers.
- Please ensure you are reachable by email because if you do not change your order, your last order will stand.
- If you do not want stickers, if you are in doubt that you want stickers, or if somebody who determines if your company will order the stickers have perhaps not given the go-ahead, do not order stickers. Enter "0" – zero during entry, or later when asked to confirm the sticker quantity.
- There will be only one print run, and extra stickers will be allocated on a first-come, first-served basis. Your stickers are printed especially for you on your request, so if you do not want the stickers, do not order them.
- The company where we will leave the stickers to be picked up can arrange transport to anywhere in the world.

What is the cost associated with the stickers?



- Stickers will be available to be used with winning products at R375.00 excluding VAT.

Award guidelines

- There are no licensing costs, and the entrants are free to use the award artwork as they see fit for a period of three years.
- Stickers may only be printed by the Merit Wine and Spirit Challenge.
- Sticker and award artwork may be incorporated into the labels of products at no extra cost.
- Artwork may only be used in association with the product that won the award, for a period of three years.
- Award artwork may be used on the awarded producer's website, or email signature to show that they won an award, but must be associated with the specific products that won the award.
- Award artwork may not be used in any way where it is implied that other products that did not win awards, won awards.
- If the product changes significantly chemically, or sensorially, the award cannot be used in association with the product any more.

General FAQs

Is there any discount offered?

Discounts will be given to entries in the form of a reduced fee (the early bird fee) for entries done before 6 July 2023.

Can I enter unlabelled products?

- Unlabelled samples must be representative of the final product, and must be in their final bottled state.
- Tank samples are not allowed.
- Unlabelled samples must have a sticker on the bottle with all the relevant entry details.
- Certified wines can be entered as long as the wine has a current tasting date and was approved by SAWIS.

Will the tastings be audited?

The tasting procedure will be audited by a reputable auditing firm to ensure the judges are not influenced, and the tasting is done blind and conforms to international standards.



Do I get a certificate when my product is awarded?

An electronic certificate will be sent by email to the winners. If the same product is available under different product names, additional certificates can be requested at no extra cost.

General Rules

A product may only be entered once, even if it is available under a different brand name.

Entries will only be accepted in English.

Tank samples will not be accepted as entries into the event.

There is no minimum stock quantity needed to enter a product.

A product that received an award in a previous year's event may be entered again.

Each participant will be responsible for all delivery costs, customs, duties, taxes and insurance. These must be paid by the participant before sending the entry samples, and the participant will be responsible for clearing and the associated costs at customs where applicable.

It is the participant's responsibility to have insurance for samples, as they will be transported at the participant's risk. Tank Town Promotions (Pty) Ltd will not be accountable in any way whatsoever for any loss or damage to the samples before, during, or after the event.

All samples are to be clearly labelled to identify the entries. This information includes the name of the manufacturer, the commercial name of the product, and the particular variant of the product if appropriate.

Because this is an international event, the basic guidelines for classes must be followed, but it is up to the entrant to choose a class that is appropriate relative to their own frame of reference. The judges reserve the right to move the product to a more appropriate class.

The same product, even if under a different brand or name, may only be entered once.

Any products left over after judging become the property of the event.

Only commercially operated importers, producers or distributors that abide by the food laws of the country of origin may enter.



Winners will be asked to supply the event organisers with high-resolution pack shots for use on its website, and in marketing materials. By entering this event, the participant grants the Merit Wine and Spirit Challenge unlimited use of these images.

Be sure to securely wrap entries with bubble wrap or similar material to secure your entries against breakage. Please wrap your final package in a plastic bag and make it leakproof to prevent leakage and damage to other products. Label the samples as fragile.

Specialised packaging material or any other packaging material will not be returned. Specialised packaging material can significantly preserve the final quality and viability of the sample being judged.

If styrofoam peanuts are used for packaging, please secure them in a container that will not cause leakage or spillage of the packaging materials.

International entries must take the necessary precautions to prevent breakage and hold-ups in customs and are encouraged to use local agents to deliver samples.

If more than one box of samples is delivered, please mark the boxes as “Box 1 of 5”, “Box 2 of 5” etc.

After winners are announced, no additional samples are needed.

Leftover samples will become the property of the event.

The rules of the event may change at any time and are at the sole discretion of the organisers. The amended rules will be published on the website. If an entrant does not abide by the rules they must withdraw the relevant entries.

Please be aware that to enter this event, you have to also abide by the website terms, Privacy Policy and General Event terms as set out at www.themeritchallenge.com