



Entry Kit

Entry deadline extended to 6 May!

A competition which brings the formidable judging methodology of the Trophy Wine Show to the Spirits market in South Africa



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THE TROPHY SPIRITS SHOW 2022 – Brought to you by Investec

WHAT IS THE TROPHY SPIRITS SHOW?

The **Trophy Spirits Show brought to you by Investec** is a competition which seeks to identify the best spirits available in and for the South African market, or produced in South Africa for export, applying the tried and tested methodology of The Trophy Wine Show. All judges are experts in their field.

WHICH SPIRITS CAN BE ENTERED INTO THE TROPHY SPIRITS SHOW?

South African and international brands of the following 10 broad categories (refer to the sub-categories under Classes of Entry):

- Brandy including Pot-distilled, Cognac, Vintage, blended
- Gin
- Whisky/Whiskey including Scotch, South African, Irish and American
- Whisky/Whiskey including – but not limited to – Scotch, South African, Irish and American
- Vodka
- Rum
- Tequila / Mezcal / Agave Spirit
- Fruit Spirits
- Liqueurs
- Anise Liquors
- Apéritifs / Bitters and Digestifs

WHO ARE THE JUDGES?

Michael Fridjhon is the convenor of The Trophy Spirits Show and is responsible for selecting the judges and managing the judging process. The panel of judges comprises at least 9 experts with both international and local judging experience.

The 2022 international judges are:

1. **Eric Goettelmann** – (France) Executive Sommelier of the Relais Bernard Loiseau Group, Burgundy, for past 20 years. Joined Paul Bocuse Restaurant, Lyon, for a period in 2020. Named Best Sommelier in France in 2018.
2. **David T. Smith** – (United Kingdom) Independent spirits writer and consultant specialising in gin, author of several books on gin including “The Craft of Gin”, chair judge for several international spirits competitions, inaugural winner of the Think Gin Communicator of the Year.
3. Third judge to be confirmed

The South African judges are Kobus Gelderblom, Dave Gunns, Kresan Naidu, Neil Paterson, Mare-Loe Prinsloo and Kurt Schlechter.

As with The Trophy Wine Show, associate judges are drawn from the local spirits industry, some of whom are graduates of the Spirits Judging Academy launched in 2021. Associate judges participate in the tasting and post-judging discussion, though their scores are not included in the final tally.

JUDGING PROCEDURE

The Trophy Spirits Show positions alongside The Trophy Wine Show as South Africa's most authoritative spirits competition. Launched in 2019, it is an annual event and results will be announced within a few weeks of judging.

- All entries are judged blind by category in accordance with the class of spirit and age statement/age declaration to which it belongs; organisers reserve the right to alter a product's class of entry if deemed incorrect.
- Panels comprise three judges (including one overseas juror).
- Scoring is based on a 100-point system. Medals will be awarded on the following basis: Gold = 95 points or more (superlative, world-class), Silver = 90 to 94 points (excellent, spirit of distinction); Bronze = 85 to 89 points (good to very good).
- All gold medal winners are re-assessed at the trophy judging. Class winners in each category are awarded trophies.
- The scores of judges with producer interests will not be taken into consideration at the trophy judging.
- The competition results are compiled and verified by a registered chartered accountant who is a member in good standing with the South African Institute of Chartered Accountants.
- The judges' decision is final.

ADDITIONAL BENEFITS FOR PRODUCERS AND BRAND OWNERS

- Extensive publicity for category winners and show champions.
- Enhanced sales for winning products driven by post-show publicity as well as by medal stickers.
- Subject to lockdown regulations, presentations of top products to members of the public and to the headline sponsor's high net worth customers at hosted events.



ENTRY CRITERIA / RULES FOR ENTRY

1. Completion of the fillable Entry Form in full (no handwritten submissions) and email to **alex@outsourceress.co.za by Friday 6 May**; there is no limit to the number of products entered (make duplicate copies of entry form if products exceed 5).
The Entry Form makes provision for:
 - Age Declaration / Age Statement where relevant. An age statement is a generic indication e.g. VS, VSOP, XO for brandy, Reposado, Añejo for Tequila etc. An age declaration requires confirmation of the age as declared on the packaging e.g. 10 year old, 15 year old etc.
 - Maximum volumes for smaller production categories are as follows (all Classes of Entry):
Boutique = 5 000 litres per annum per product
Craft / Artisanal / Ultra-boutique = 1 000 litres per annum per product
 - Base Materials
 - Flavourants and Botanicals
2. The following documents must accompany the Entry Form **for each product entered**:
 - Proof of product certification: i.e. copy of DAFF (Department of Agriculture, Forestry and Fisheries) certificate or Certification of Authenticity or Import Certificate
 - Certificate of Age (where relevant)
 - Labels (front and back)
3. Insufficient entries in a sub-category may result in the product being moved to the nearest appropriate category.
4. The organisers reserve the right to change the class of entry if required. In particular, for products entered in the Spirit Apéritif class in compliance with current South African regulations, the organisers may change the class to one more appropriate to the spirit style or label from a consumer perspective.
5. All products entered must be market ready and commercially available (no tank samples).
6. Products may only be entered with the express permission of the brand owner or the appointed importer.
7. Two samples per product entry must be submitted for the judging (see details below under Timeline), with each entry separately boxed and clearly labelled. All product samples submitted for judging must be in market-ready condition.
8. All entrants must agree to supply free of charge the following number of promotional bottles after the judging (applicable only to medal winners who will be contacted in the week after the judging):
Products retailing at less than R1 000 each: 4 promotional bottles
Products retailing at more than R1 000 each: 2 promotional bottles
9. The Trophy Spirits Show or designated agent reserves the right to buy up to 18 bottles of award-winning spirits at the wholesale price.

Entry Fee per product entered: R1 875 incl. VAT. Discounts of at least 15% apply for entries of 3 and more products per producer.

TIMELINE

- Deadline for submission of entries and supporting documentation: **Extended to Friday 6 May**
- Delivery of entry samples (**2 bottles for each entry; 4 each for bottle sizes less than 500ml**) to Cape Grape Aspiring Logistics, Stellenbosch by: **Tuesday 7 June** (Instructions to be confirmed upon receipt of entry form)
- Deadline for payment of fee - upon receipt of invoice: **13 May**
- Judging date: **16 and 17 June**
- Results announcement in Johannesburg: **Date to be confirmed in due course**

CLASSES OF ENTRY

(REFER TO THE DEFINITIONS ADDENDUM TO BE USED AS A GUIDELINE IN SELECTING THE CORRECT CLASS OF ENTRY)

Brandy

1. Pot-distilled Brandy / Cape Brandy/Vintage Brandy
2. Cognac
3. Blended Brandy
4. Grappa / Marc / Pomace
5. Armagnac

Gin

6. London Gin
7. Distilled Gin
8. Other Gin, including Flavoured / Contemporary

Pot-distilled Whisky/Whiskey

9. Single malt whisky
10. Vatted malt whisky
11. Pure / Single Pot Still Whiskey

Blended Whisky/Whiskey

12. Blended whisky/whiskey

Grain Whisky/Whiskey

13. Bourbon
14. Grain Whisky / Other

Vodka

15. Neutral Vodka
16. Flavoured Vodka

Rum

17. Pot-distilled Rum
18. Column-distilled Rum
19. Blended Rum
20. Spiced or Flavoured Rum

Tequila / Mezcal / Agave Spirit

21. According to valid age statement: Blanco (Silver) / Reposado (Aged), Añejo (Extra Aged) / Extra Añejo (Ultra Aged)

Fruit Spirits

22. Spirits distilled from a single fruit source
23. Spirits distilled from a variety of different fruits
24. Fruit Spirits - Other

Liqueurs

25. Fruit flavoured Liqueur
26. Non-fruit flavoured liqueurs – e.g. coffee, chocolate, Sambuca
27. Crème Liqueur
28. Cream Liqueur

Anise Liqueurs

29. Absinthe / Pastis / Ouzo / Arak

Apéritifs / Bitters / Digestifs

30. Cocktail Bitters
31. Apéritifs, including Spirit Apéritifs
32. Digestifs: Amaro

TROPHIES

Trophy for Best Brandy of Show
Trophy for Best Pot-distilled Brandy
Trophy for Best Blended Brandy
Trophy for Best Cognac
Trophy for Best Gin of Show
Trophy for Best London Gin
Trophy for Best Distilled Gin
Trophy for Best Flavoured Gin
Trophy for Best Whisky of Show
Trophy for Best Malt Whisky
Trophy for Best Pot Still Whiskey
Trophy for Best Grain Whisky
Trophy for Best Blended Whisky
Trophy for Best Rum of Show
Trophy for Best Tequila of Show
Trophy for Best Vodka of Show
Trophy for Best Liqueur of Show
Trophy for Best Apéritif
Trophy for Best Fruit Spirit
Trophy for Best Anise-based Spirit

ADDENDUM: CLASS OF ENTRY DEFINITIONS

Class of Entry 1: POT-DISTILLED BRANDY

At least 90% from pot stills. The final strength of potstill brandy ranges from 38% to 60% ABV (minimum of 38% in terms of SA law).

VINTAGE BRANDY

Brandy comprising at least 30% potstill brandy (the balance from column stills), matured in oak barrels for at least eight years. Strength not less than 38% ABV (SA law).

Class of Entry 2: COGNAC

Certified as such, double-stilled potstill brandy from the Cognac region in the west of France.

Class of Entry 3: BLENDED BRANDY

Made by blending different grape-based distillates.

Class of Entry 4: GRAPPA / MARC / POMACE

A dry colourless brandy distilled from fermented grape pomace, the residue after crushing the grapes for making wine.

Class of Entry 5: ARMAGNAC

Certified as such, brandy from the Armagnac region of Gascony in southwest France

Class of Entry 6: LONDON GIN

Obtained exclusively from the spirit of agricultural origin, with flavour introduced exclusively through the redistillation in traditional gin stills using natural plant materials. Nothing other than water and sugar (maximum of 0.1 gram/litre) may be added after the botanical distillation.

Class of Entry 7: DISTILLED GIN

Produced by redistilling spirit of agricultural origin, with an initial strength of 96% ABV using juniper and other natural botanicals, and to which natural flavouring may be added with water prior to bottling.

Class of Entry 8: GIN / FLAVOURED / CONTEMPORARY GIN

Juniper-flavoured spirit produced by adding approved natural flavouring to a neutral spirit of agricultural origin.

Class of Entry 9: POT-DISTILLED SINGLE MALT WHISKY / WHISKEY

Malt whisky made at a single distillery. Made from 100% malted barley, the spirit is matured for at least 3 years and minimum alcohol strength is at least 43% ABV (SA law).

Class of Entry 10: POT-DISTILLED VATTED MALT WHISKY / WHISKEY

A blend of one or more malt whiskies from more than one distillery. Made from 100% malted barley, the spirit is matured for at least 3 years and minimum alcohol strength is at least 43% ABV (SA law).

Class of Entry 11: PURE or SINGLE POT STILL IRISH WHISKEY

Distilled from a fermented mash comprising malted and unmalted barley, using pot stills, and then aged in oak barrels.

Class of Entry 12: BLENDED WHISKY / WHISKEY

Made from at least 25% malt whisky and not more than 75% whisky made from another grain (e.g. from rye, wheat, corn or maize).

Class of Entry 13: BOURBON

Whiskey made in the USA that is distilled from at least 51% corn/maize.

Class of Entry 14: GRAIN WHISKY / WHISKEY OTHER

Whisky that doesn't belong to any of the more familiar or established categories, e.g. Canadian whisky to which different regulations apply.

Class of Entry 15: NEUTRAL VODKA

Minimum strength of 37.5% ABV (EU) or 40% ABV (USA) or 43% ABV in South Africa and elsewhere. No distinctive smell, taste or colour.

Class of Entry 16: FLAVOURED VODKA

Involving numerous flavour options.

Class of Entry 17: POT-DISTILLED RUM

Traditional rum making method using 'kettle' bottoms. At least 43% ABV (SA law); 40% minimum in the USA.

Class of Entry 18: COLUMN-DISTILLED RUM

Involving multiple or continuous stills and resulting in more refined, 'lighter' rums used in cocktail drinks.

Class of Entry 19 BLENDED RUM

A combination of pot- and column-still rums.

Class of Entry 20: SPICED OR FLAVOURED RUM:

Made with the infusion of flavours and spices, sometimes caramel, often used for cocktails, sometimes lower in strength. Flavoured rums are based on fruit flavours.

Class of Entry 21: TEQUILA / MEZCAL / AGAVE SPIRIT

Age statements Blanco (Silver, Clear White), Joven (Gold), Reposado (Aged), Añejo (Extra Aged) and Extra Añejo (Ultra Aged).

ABV strength ranges between 35 and 50%. If made in South Africa, must state "100% agave" indicating product has been made in the traditional method.

Classes of Entry 22 to 24: FRUIT SPIRITS

A fruit spirit, or fruit brandy (schnapps), is distilled from any number of edible fruits, excluding grapes. Typically used are: apples (e.g. Calvados), apricots, cherries (kirsch), pears, plums. 40 to 45% ABV. The broad categories include:

Spirits distilled from a single fruit source

Spirits distilled from a variety of different fruits

Other fruit spirits

Classes of Entry 25 to 28: LIQUEURS

Flavoured, typically heavily sweetened spirits made from fruits, herbs or nuts – distinct from other spirits by way of added sugar. 15 to 60% ABV. The broad categories include:

Fruit-flavoured liqueur

Non-fruit-flavoured liqueurs, e.g. coffee, chocolate, anise/anisette (e.g. Sambuca)

Crème liqueurs

Cream liqueurs

Class of Entry 29: ANISE LIQUORS

Absinthe (Switzerland, France) / Pastis (France) / Ouzo (Greece) / Arak (Middle East).

Spirits flavoured with anise/aniseed may have sugar added, but are generally drier than/not as sweet as liqueur. Vary considerably in strength: 40 to 75% ABV.

Classes of Entry 30 to 32: APÉRITIFS / BITTERS / DIGESTIFS

Aromatic plant-based spirits typically used in mixed drinks, cocktails, or as tonics. From seeds, herbs, bark, roots, flowers, leaves and/or fruits. Bitter taste. Broad categories:


Bitters

Apéritifs, including Spirit Apéritifs, so named in compliance with South African regulations

ENQUIRIES: Contact Alex Mason-Gordon at OutSorceress Marketing: **Telephone** 083 308 1447 **Email** alex@outsorceress.co.za

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