

Announcing the
8th Annual
World Value Wine Challenge
All recommended wines will receive FREE Point-Of-Sale Materials

The **2008 World Value Wine Challenge** is the nation's most comprehensive competition for wines \$20 and under—a focused search for wines that give the most value to the consumer.

This year's categories reflect new trends, pricing, and a fresh look at what value wines are. Simply put, value wines are not cheap wines, but wines that offer more flavor and quality at a better price than wines at the same or higher price points. Wines at \$20 and below per bottle represent over 90% of all wines sold in the United States and value-conscious consumers are searching for the best wines for their budget.

The categories of the **2008 World Value Wine Challenge** are:

Four price-based categories for 750mL bottles: **\$20 & under**, **\$15 and under**, **\$10 & under**, and **\$8 & under**.

Five format-based categories: **1.5L bottles (up to \$25)**, **3L casks (up to \$30)**, **tetra-pack cartons**, **half bottles** (375mL), and **splits** (187mL).

BTI and **World Value Wine Challenge** are proud to give you a diverse marketing package for all wines you enter. With each entry, your wine will receive a **frameable tasting certificate** and **Free** PDF's of **custom shelf talkers & sell sheets**. We'll also feature your wines in our heavily used online databases and give you links to your reviews on our site that can be added to your site, or your emails—a great way to share our third party endorsement of your wines with consumers and the media. Our **wine logo** is available for no extra charge for any of your marketing materials.

The WWWC tastings will be conducted during September in BTI's new tasting room. We encourage any wineries, importers, or distributors that participate to contact us about having a representative join our blind tasting panels. We rely on the trade to help us judge wines that are submitted because we feel that a broad range of tasting experiences offers deeper insights into what is in the bottle. We are dedicated to putting your products in front of wine buyers who are in touch with current trends and consumers needs. Our panels produce the most balanced, meaningful scores and helpful, practical feedback.

The cost to participate is **\$75 per wine** and for every **five wines entered you'll get a FREE entry**. That's **\$375 for a six-pack of wines**, and all six wines will received the entire suite of marketing materials: **sell sheets, shelf talkers, and logos —FREE!** And, if you have a big portfolio, we'll give you a better price.

Please feel free to contact me if you have any questions, or if I can be of assistance.

Catrina Cerny, Communications Director
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World Value Wine Challenge Registration Form

Fax this completed form back to 312-226-7858 **by August 1st. Wines are due: August 1st**

Ship 2 containers 750 ml 1.5L 375 ml Tetra-Pack 3L Cask 175ml (ship 4)

Email a label or bottle image (jpeg or gif) for each wine to: labels@ Tastings.com

Sample Shipping & Payment Address: BTI, 910 W. Van Buren, Suite.5000, Chicago IL. 60607

Direct any questions to Catrina Cerny. Tel: 312-226-7857; email: ccerny@ Tastings.com

Wine Information: As It Appears on Front Label (Please Print Clearly & Darkly!)

Wine Name: _____

For Line Above: Brand-----**Varietal/Proprietary Name**-----**Appellation on label**

Varietals & percentages there of: _____

Special Designation (Reserve, specific vineyard, etc.) _____ Alcohol%. _____

Producer if different from Brand: _____ RS%. _____

Suggested retail price for the bottle size entered, in U.S. dollars: \$ _____ **Vintage** _____

Distribution/Availability ***Please Check All Applicable*** Tasting Room Only ___ Home State ___

Chicago ___ West Coast ___ East Coast ___ MidWest ___ National ___ Internationally ___ Online ___

Kosher ___ Organically Grown Grapes ___ Certified Organic ___ Demeter Certified ___

Cases produced : Less than 1,000 1,000-5,000 More than 5,000, specify _____

Entry Fee: \$75 per wine \$375 for 6 wines (multiple 6-packs accepted)

Payment is due before results are released. Make checks payable to BTI.

Check enclosed Check sent separately Mastercard Visa

Card number _____ Expiration date _____

Cardholder name printed clearly _____

Entered by: Results will be sent to this person by mail and email.

(Please make corrections as needed)

Name & Title:

Affiliation:

Address:

City/St/Zip:

Tel:

Fax:

E-mail:

Website:

CUSTOMER ID#: