



ASIA WINE CHALLENGE WINNERS PACK

You did it! CONGRATULATIONS on your success at the Asia Wine Challenge - Asia's Most Powerful Wine Competition Judged by Asian Buyers. Your products were blind tasted by the world's most influential Asian Buyers.

NOW it is time to PROMOTE your Asia Wine Challenge win to showcase your success and boost sales. Use this complimentary Asia Wine Challenge Winners Pack and the easily downloadable images/logos/info on here for your advantage. Everything you need to shine is on: asiawinechallenge.org/promote

STEP 1:

Order official Asia Wine Challenge Stickers or a License to Print and make your products stand out on the shelves worldwide. Asia Wine Challenge Medal Stickers showcase winning wine and spirits to buyers who are seeking the all important Asia Wine Challenge stamp of approval. Whether you are the producer, distributor, importer or retailer, this is your chance to celebrate and boost sales. Orders yours NOW...

asiawinechallenge.org/sticker-shop



Press Release Template for Asia Wine Challenge 2022 Winners

Asian Adventure for [Name of Producer]

[Name of Producer] is making waves in the East. Asia Wine Challenge Judges announced a [Gold/Silver/Bronze] Medal, at Asia's Most Powerful Wine Competition. Asia Wine Challenge Judges are focused on top level buying decisions for Japan, Singapore and Korea. As mature developed markets, their expectations are known to be particularly rigorous in decision making.

HIGH LEVEL WINES. HIGH END FASHION.

"Asian markets are appreciative of high-quality wine making practices. Plus, they tend to be less price sensitive. Consumers want the best. Fine wine is respected and in the same category as fine art and couture fashion," commented [Name and title of Winemaker/Export Director/Brand Owner/Distributor/Company Representative].

"Expanding into Asia - the fastest growing premium wine region in the world - is where the finest wineries in the world are focusing. This [Gold/Silver/Bronze] Asia Wine Challenge 2022 Medal is a must have. We are now running with this opportunity with wind behind us."

The most recognizable brands in the world competed. Notable Asia Wine Challenge 2022 winners include L'Éclaire, Commodity Traders Australia (Tiffin James Winery), George Experimentos Winery, Luis Felipe Edwards, Alligance Winery, Wakefield Taylor Winery, and Effe Belgium Spritz by Domaine du Chant d'Oie.

STEP 2:

Use the Press Release Template amend it and send to all:

- Local, national and international press
 - Existing and potential suppliers, importers, distributors, retailers
 - Local trade organisations and governments asking them to promote your Asia Wine Challenge success story
- asiawinechallenge.org/press-release-template



asiawinechallenge

asiawinechallenge.org | support@asiawinechallenge.org



STEP 3:

Print your Asia Wine Challenge Poster (in high resolution) and display with pride for all:

- Online video wine tastings and auctions
- International Exhibitions
- Wine Tastings
- POS Promotion

asiawinechallenge.org/medal-winner-poster

STEP 4:

Download Asia Wine Challenge logo, Asia Wine Challenge Medal images and add them to your:

- Website homepage
- Website news page
- Advertisements in print media, posters, and online
- Email footer, compliment slips and letter heads
- LinkedIn status and achievements
- Social media

asiawinechallenge.org/medal-and-press-images



STEP 5:

Display your Asia Wine Challenge certificate at all trade events, in your offices and send copies to all your distributors, so they can enhance your promotion in their markets.

asiawinechallenge.org/results

**ONCE AGAIN, HUGE CONGRATULATIONS TO YOU
FROM ASIA WINE CHALLENGE!**

“If it is a decision based on a bottle with an Asia Wine Challenge Medal or not - as a buyer I will lean towards the bottle with the Asia Wine Challenge Medal.”

Kaori Yamada, Asia Wine Challenge Judge



Enter today at: asiawinechallenge.org/enter



asiawinechallenge

asiawinechallenge.org | support@asiawinechallenge.org