



DECANTER WORLD WINE AWARDS PORT & MADEIRA



2011 COMPETITION NOW OPEN

1 MARCH 2011 LAST DATE FOR ENTRY
11 MARCH 2011 LAST DATE FOR SENDING SAMPLES



ENTER TODAY!

HOW TO ENTER

ENTER ONLINE

Save £10 per entry at:
www.decanterworldwineawards.com



ALTERNATIVELY

Download an entry pack at
www.decanterworldwineawards.com
and send to:

Decanter World Wine Awards
Blue Fin Building
110 Southwark Street
London
SE1 0SU
United Kingdom



DEADLINE: 1 March 2011

2010 TROPHY WINNERS -

THE TOP WINES FROM PORT & MADEIRA

REGIONAL TROPHY WINNERS:



Madeira over £10
Blandy's, Bual 1968

Port over £10
Warre's, Bottle Matured Late Bottled Vintage Port 2000

Tawny Port over £10
Marks & Spencer, Quinta & Vineyard Bottlers, Aged Tawny, 20 Year Old Tawny Port

Vintage Port over £10
Sandeman, Vintage Port 2007

DWWA Mobile App

Consumers around the world now have the chance to carry around searchable DWWA results with them on their mobile phones.

Our wine competition App is available on multiple platforms:

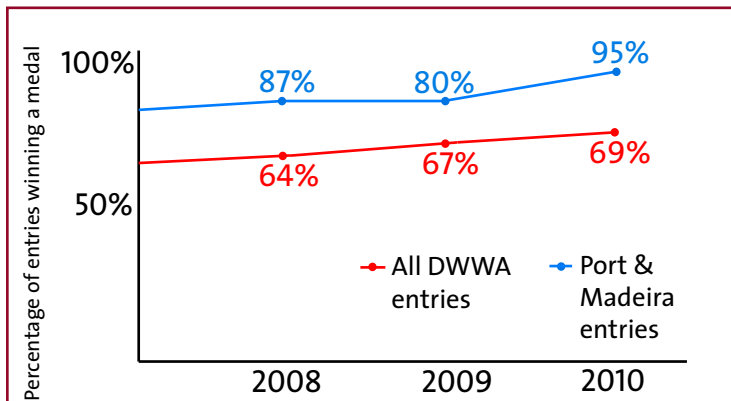
- Android
- Blackberry
- Nokia
- iPhone



PORT & MADEIRA RESULTS 2010

- Port & Madeira entered 107 wines in 2010
- 95% of Port & Madeira wines entered won a medal, significantly more than the worldwide average of 69%
- Port & Madeira were the most successful regional category in the DWWA 2010

	Total entries	Total medals	Trophy	Gold	Silver	Bronze	Commended
2010	107	102	4	9	37	38	14
2009	104	83	2	7	25	35	14
2008	137	119	4	11	47	46	11



WORLD CLASS JUDGES

"Port produced very strong results in nearly every category. For value, I would single out LBV and Crusted Port."



Richard Mayson,
Regional Chair for
Port & Madeira

ENTRY ENQUIRIES

Email: worldwineawards@decanter.com
Tel: +44 (0) 20 3148 4505

WINE DELIVERY ENQUIRIES

Email: dwwa@sensiblewine.com
Tel: +44 (0) 1580 715725

Seven reasons why you should enter the Decanter World Wine Awards

1

Winning a DWWA award is an endorsement of the quality of your wine

Decanter is **trusted** internationally for its **independence** and **authority**.

The **dedicated Awards results issue** and **international editions** of *Decanter* tell our audience about your success.



2

International trade and consumer recognition for your winery



Decanter is internationally recognised as the world's leading wine media brand.

Our press and event campaigns inform consumers of international wine tastings where they can sample your wines as well as media coverage of the Awards.

3

Increase your sales - proven case histories show winners sell more wine

"We were honoured at being rated as one of the 28 best wines in the World. In just four weeks our Vigna delle Monache registered an incredible boost in sales! It is a fact that the Decanter World Wine Awards represent for consumers a trusted certificate of guarantee."

Stefano Civino, Cantina Sampietrana, Italy



4

Reach a daily audience of global consumers through Decanter.com



Decanter.com is one of the world's most visited wine websites. In December 2010 Decanter.com had visitors from 175 countries worldwide.*

We are in regular contact with consumers globally through *Decanter's* daily news updates on Decanter.com and our e-newsletter campaigns.

*Google analytics, December 2010

5

Benefit from a targeted PR campaign and international media coverage

Each year, we carry out an extensive PR campaign securing coverage for your wines in regional and international press - in print and online, as well as TV and radio.

This year's campaign reached an audience of over 64 million people worldwide.*

*Durrants Report December 2010



6

Access to worldwide consumer and trade tastings to promote your wine



The DWWA runs a large programme of global tastings, exclusively for DWWA winning wines, giving consumers the chance to taste your wines for themselves.

2010 venues included:

- Argentina
- Australia
- Canada
- Chile
- China
- Slovenia
- UK

7

Opportunity to increase your company's profile within the international wine trade

Decanter hosts high-profile stands at the **London International Wine Fair** and **Vinexpo** to announce the Awards results and showcase winning wines.

The winners of the DWWA are also promoted at other international trade fairs including Salon des Vins de Loire and the Vancouver Playhouse International Wine Festival.

