



GUIDE TO ENTERING AND PARTICIPATING IN THE 2025 GOLD WINE AWARDS

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About this event

In this 12th consecutive year of hosting these awards, The Gold Wine Awards employs a distinguished panel of esteemed wine retailers, sommeliers, and wine industry professionals renowned for their expertise. This illustrious judging body meticulously evaluates a selection of exceptional still wines priced at R180 or below and sparkling wines at R220.00 and below, assessing their value-for-money proposition.

The pinnacle of distinction, the coveted Double Gold award, is exclusively bestowed upon the truly exceptional wines that exhibit unparalleled excellence.

Through rigorous statistical analysis, the tasters' results are meticulously correlated with the corresponding price points, ensuring a comprehensive evaluation of the wines' genuine value-for-money proposition.

The Gold Wine Awards epitomizes scientific rigour and unwavering dedication, guiding discerning consumers towards outstanding wines that transcend mere cost and offer an extraordinary balance of quality and value.

What are the advantages of being awarded?

- An award shows that your product was evaluated and awarded by independent third-party sommeliers and wine 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 R450.00 excluding VAT per 1000.

What are the awards that can be achieved

Gold awards will be awarded to excellent quality products, excellent value wines that are R180 and below, and sparkling wines that are R220.00 and below per bottle. Products that are both excellent value and excellent quality will earn a **Double Gold award**.

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 – 20 May 2025
- Early bird close – 18 July 2025 (After this the regular entry fee applies)



- Final Close of entries – 15 August 2025

Delivery of samples to the venue outside Stellenbosch, South Africa - 25 and 26 August 2025 (Monday and Tuesday).

Results released 1 September 2025

Early bird entry fee – R1095.00 excluding VAT
Regular entry fee - R1375.00 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.goldwineawards.com/index.php?section=register&go=entrant>
- The event is open to still wines being sold in South Africa, at R180.00 including VAT and below, and sparkling wines being sold at R220.00 including VAT and below.
- 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 "goldwineawards.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 goldwineawards.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

No.	WHITE WINE CATEGORIES	SPECIFICATION
1	Perl� or slightly Sparkling Wine	RS<=10g/L
2	Perl� or slightly Sparkling Wine	RS>10g/L
3	Sparkling Wine (Not Bottle Fermented)	RS<=15g/L
4	Sparkling Wine (Not Bottle Fermented)	RS>15g/L
5	Method Ancestrale	
6	Sparkling Wine Bottle Fermented Zero Dossage	
7	Sparkling Wine Bottle Fermented	RS<=15g/L
8	Sparkling Wine Bottle Fermented	RS>15g/L
9	Low Alcohol White Wine	
10	Albarino	
11	Bukettraube	
12	Cape Riesling (Crouchen blanc)	
13	Chardonnay	RS<=10g/L
14	Chardonnay	RS>10g/L
15	Chenin blanc	RS<=10g/L
16	Chenin blanc	RS>10g/L
17	Clairette Blanche	
18	Colombar	RS<=10g/L
19	Colombar	RS>10g/L
20	Grenache Blanc	
21	Gr�ner Veltliner	
22	Hanepoot	
23	Marzanne	
24	White Muscadel	RS<=0g/L
25	White Muscadel	RS>10g/L
26	Nouvelle	
27	Pinot Gris	
28	Rousanne	
29	Sauvignon blanc	RS<=10g/L
30	Sauvignon blanc	RS>10g/L
31	S�millon	



32	Verdelho	
33	Viognier	
34	Weisser Riesling (Rhine Riesling)	
35	Other Single White Non-Muscat Cultivar	RS<=10g/L
36	Other Single White Muscat Cultivar	RS<=10g/L
37	Other Single White Cultivar	RS>10g/L
38	White Blend	RS<=10g/L
39	White Blend	RS>10g/L
40	White wine from a red cultivar	
41	Blanc de Noir and Rosé	RS<=10g/L
42	Blanc de Noir and Rosé	RS>10g/L

Red Wines

No.	RED WINE CATEGORIES	SPECIFICATION
43	Low Alcohol Red Wine	
44	Barbera	
45	Cinsaut	
46	Cabernet Franc	
47	Cabernet Sauvignon	
48	Carignan	
49	Grenache Noir	
50	Nebbiolo	
51	Nero (Nero d'Avola)	
52	Pinot Noir	
53	Pinotage – Non-coffee style	
54	Pinotage Coffee Style	
55	Primitivo	
56	Sangiovese	
57	Malbec	
58	Merlot	
59	Mourvèdre	
60	Nebbiolo	
61	Petit Verdot	
62	Petit Syrah (Durif)	
63	Ruby Cabernet	
64	Shiraz (Syrah)	



No.	RED WINE CATEGORIES	SPECIFICATION
65	Souzao	
66	Tannat	
67	Tempranillo	
68	Tinta Barocca	
69	Tinta Roriz	
70	Touriga Nacional	
71	Touriga Franca	
72	Touriga Francesca	
73	Other Red Cultivars	
74	Bordeaux Styled Red Blend (May only contain the 5 BDX cultivars)	
75	Cape Blend (Must contain at least 30% Pinotage)	
76	Rhône Style Blend	
77	Shiraz Blend (must contain minimum 30% Shiraz)	
78	Red and White Cultivar Blend	
79	Other Red Blend	
80	Sweet Red	RS>10g/L

Sweet Wines

No.	SWEET WINE CATEGORIES	SPECIFICATION
81	Natural Sweet Wine	RS>50g/L
82	Late Harvest	RS>30g/L
83	Special Late Harvest	RS>50g/L
84	Noble Late Harvest/ Botrytis wine	
85	Straw Wine	
86	Cape White Port	
87	Cape Pink Port	
88	Cape Ruby Port	
89	Cape Tawny Port	
90	Cape Vintage Port	
91	Cape Late Bottled Vintage Port	
92	Port Other	
93	White Non-Muscat Jerepigo	
94	Red Non-Muscat Jeripigo	
95	Hanepoot Jeripigo	



No.	SWEET WINE CATEGORIES	SPECIFICATION
96	White Muscadel Jeripigo	
97	Red Muscadel Jeripigo	
98	Fino Sherry	
99	Oloroso Sherry	
100	Cream Sherry (Full Cream)	

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

What constitutes an entry?

Uncertified wine may be entered. Only certified wine that still has a current tasting date approved, by the wine and spirits board (www.sawis.co.za) may enter.

An entry is a wine with a particular application number.

If the same wine (with the same application number), is marketed under different brand names, that wine should only be entered once. If that wine is awarded, additional certificates will be granted, at no extra cost, to the other brand names the wine is marketed under.

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, as long as the wine has the same application number. 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.

- 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 all distinguishing details of your product 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 "goldwineawards.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 goldwineawards.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 several ways to pay:

- Bank EFT
- Payfast online payment – Some credit cards, including Amex, not accepted.
- EUR or USD invoices can be supplied on request, to be paid through 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 each entry, you only need 3 x 750ml bottles or the volumetric equivalent for samples.

What are the dates and entry fees?

Key Dates

- Registration and entries open – 20 May 2025
- Early bird close – 18 July 2025 (After this the regular entry fee applies)
- Final Close of entries – 15 August 2025

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Results released 1 September 2025

Early bird entry fee – R1095.00 excluding VAT
Regular entry fee - R1375.00 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 25 and 26 August 2025 (Monday and Tuesday).

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

The Gold Wine Awards

C/o Michelle Grimbeek
Neethlingshof Tasting Room
Neethlingshof Estate
Polkadraai Road
Stellenbosch
South Africa
Map reference: <https://maps.app.goo.gl/F83PFapTYWcUysrk8>

The person receiving the samples:

Michelle Grimbeek
Email: michelle@tppromotions.co.za
Tel: 082 773 0738

Directions:

When you enter the main gate at Neethlingshof Estate, you will find the Neethlingshof Tasting Room on your right-hand side at the end of the road.

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

Judging of products



Who will be the judges?

The judges will mainly be wine retail specialists, Cape Wine Masters, sommeliers and other wine 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 love 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.

Can I use the award artwork for other brands?

The award may only be used for the particular product that was entered (with the application number entered), but if the exact same product 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.

Stickers and award FAQs

There are several ways to pay for the stickers:

- Bank EFT
- Payfast online payment – Some credit cards, including American Express not accepted.
- USD and EUR invoices can be generated on request, to be paid through 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.
- The 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 on 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 at 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 R450.00 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 Gold Wine Awards.
- 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 by 18 July 2025.

- 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.
- 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 Gold Wine Awards 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.goldwineawards.com

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