

HK IWSC 2022

Demonstrate your excellence
Recreate your future in Asian Markets



The Hong Kong International Wine & Spirit Competition (HK IWSC) is an acclaimed, well-established guide for quality alcoholic beverages in Asia's booming market. As Asia's edition of the world-renowned IWSC, HK IWSC is led by esteemed experts in the global drinks industry: Debra Meiburg MW, Asia's first Master of Wine, and The Conversion Group.

Our judges are Asia's top industry experts - including Masters of Wine and Master Sommeliers, VIP international wine and spirit judges, leading F&B professionals, wine educators, importers, critics and journalists.

EXPOSURE FOR WINNERS



Trade Exhibitions

Restaurant & Bar Hong Kong
Hong Kong International Wine & Spirits Fair



Industry Events

Trade tastings & workshop(12+ a year)
University & hospitality students seminars



Consumer Events

Test Your Palate
Dinners & pop-up events
Certificate courses and themed workshops

Corporate Events

Cocktail receptions
Events by Debra Meiburg, Master of Wine



ENTER NOW

Deadline: 31 Aug 2022

hkiwsc.com/account



JOIN HK IWSC

- The most prestigious wine and spirit competition in Asia—established since 2009
- Crafted and coordinated by Asia and the international drinks industry's most distinguished figures
- "Asia's Choice, Asia's Voice": HK IWSC's results are derived by Asian judges—a definitive guide for Asian consumers
- Unique Asian food and wine pairing categories
- Double-blind judging process safeguards integrity of results
- Judging process is observed, with results checked by an auditing firm
- Year-round marketing support to trade and consumer audiences in Asia and promotions for winners

f i t in @hkiwsc

SCORING BENCHMARKS

The only double-blind tasting competition in Asia observed by KPMG to ensure integrity of results



TROPHY

"Best in Class"
Selected from top-scorers of major categories

UPDATED IN 2022

minimum scores for:

Gold: 90 > **95**

Silver: 85 > **90**

Bronze: 75 > **85**



GOLD
Score of 95+
Outstanding example
The benchmark



SILVER
Score of 90+
Fine example
Excellent quality



BRONZE
Score of 85+
Good example
Well above average



GREEN
Awarded to all Trophy and Gold winners, via official certification governing body:

| Sustainable | Biodynamic |
| Organic |

ASIAN FOOD PAIRING

The only international competition to offer a full program of Asian food and wine, sake, beer & whisky pairing. Provides unique PR and exposure opportunities. Extra medals for winners.



Hai Nan
Chicken Rice
海南雞飯



Thai Green
Chicken Curry
(Gaeng Khiao
Waan Gai)
แกงเขียวหวานไก่



Korean Rice Bowl
with Beef & Spicy
Sauce
(Beef Bibimbap)
쇠고기 비빔밥



Japanese Grilled
Eel Rice Bowl
(Unagi Don)
うなぎ丼



Baked White
Cod Fish
烤焗白雪魚



Hong Kong Style
Baked Pork Chop Rice
港式焗豬扒飯

DEADLINES

Registration: 31 Aug 2022 | Sample Arrival: 31 Aug 2022

Fees

Price per entry: US\$245 (Wines/Spirits)
US\$84 (Beer)

Additional Fee for Food & Wine Pairing: US\$84 (per dish)

Green Award: Free of Charge

Judging: 19-23 Sep | Result Announcement: mid-Oct



ENTRY GUIDE



SHIPPING INSTRUCTIONS

Find all information on hkiwsc.com



SPIT JOURNAL

Enjoy visibility in

SPIT JOURNAL

the magazine for Asian beverage industry professional with articles & results of HK IWSC



More Digital Exposure
f @hkiwsc

BULK ENTRY OFFERS



10 entries: 2 free food pairing entries (if eligible)

20 entries: above + half-page advertisement in SPIT Journal

30 entries: above + 10% off



Contact:

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Advertisement Rate Card

Hong Kong's premier journal for wine trade professionals, SPIT Journal features articles and insights to keep up-to-date with wine industry developments and help the trade progress professionally.

SPIT JOURNAL 2021: REBOOTING ASIA featuring articles:

Asia Market Review
Whisky and Food Pairing
SAKE Trends
Virtual Expos
Rebottling Business

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SPIT JOURNAL 2022



The 2022 HK IWSC Award Winners Issue

Distribution:

- Cathay Pacific Hong Kong International Wine & Spirit
- Competition Award Ceremony Hong Kong International Wine & Spirit Fair
- Asia's Trade Expos & Fairs
- SPIT Community & Members
- SPIT Community Events