

A regional wine competition dedicated to showcasing excellence, provenance, and diversity of Marlborough wines

Kia ora Marlborough Wine Producers,

Wine Marlborough is pleased to announce entries for the 2023 Marlborough Wine Show, sponsored by QuayConnect open on Thursday 24 August and will close on Wednesday 20 September. Judging is set for 18-20 October, at the Marlborough Events Centre.

The Marlborough Wine Show, sponsored by QuayConnect, is run by Wine Marlborough to champion excellence, provenance and promote diversity of wines grown in New Zealand's largest wine region.

As you will know, this year marks the 50th year of the beginnings of the modern Marlborough wine industry. We've shared news about this through Winepress, our [The Wine Marlborough podcast](#) and on our [website](#) where we have had an archivist build the most comprehensive Marlborough wine timeline yet. You may have seen our recently released '[Marlborough Wine' brand foundations](#) which we can all use to champion our industry and region. Watch out for soon to be released branding work and promotional opportunities.

We also hope you and your company can join us for the pinnacle celebration event for the Marlborough Wine Show and 50 year anniversary, to be held on the evening of the 17th November. It will be unmissable.

Thank you all to the contribution you and your business and all your wider network of colleagues and suppliers have made to uphold the quality and reputation of Marlborough's premium wine industry.

Finally, thank you to all our sponsors, including naming sponsor, QuayConnect who support this show generously. [Learn more about our sponsors here.](#)

Yours Sincerely,

Marcus Pickens,
Wine Marlborough

Objective

The Marlborough Wine Show will review and assess entries over three panels of experienced judges and reward top-performing wines with trophies, gold, silver, and bronze medals. The show will provide a relevant, credible platform for Marlborough producers to promote their wines and will also be a celebration of excellence - not only of Marlborough wines, but of the local industry as a whole.

Chair of Judges

It is our pleasure to welcome Stu Marfell to the role as Chair of Judges for the 2023 event. Stu has been involved as a senior judge of the Marlborough Wine Show as well as multiple shows throughout New Zealand. We look forward to his expertise.

New Trophies

We are pleased to introduce three new trophies for the 2023 Show, celebrating the best of our three subregions. The Marlborough Wine Show Judges Sauvignon Blanc, Chardonnay and Pinot Noir as subregional sub-classes and this year the highest awarded wine from each of these sub-classes will go up against the highest awarded subregional wines from every other class to identify and award a champion Wairau Valleys, Southern Valleys and Awatere & South Marlborough wine. The finalists for each subregional trophy will be announced at the Marlborough Wine Show Celebration. Entry criteria is detailed further in this document.

Class Trophies

Fourteen Champion trophies are awarded to the best wine from each class. This excludes class 12, where any gold-medal winning wine is eligible for consideration for the trophy for class 11 and 15, depending on varietal composition.

Alternate Style Sauvignon Blanc is a separate class again this year to showcase the diversity of Marlborough wine. We would love to see this class embraced and encourage anyone making an alternate style of Sauvignon Blanc to enter.

Other Trophies

The **Legacy Trophy** will be awarded to the wine producer with the highest scores for three vintages within a ten-year period for any wine under the same brand and same variety. Please note that this will be judged outside of the Marlborough Wine Show judging.

The Coterie Provenance Trophy will be awarded to the best single vineyard wine from any class.

The **Trophy for Champion Low Alcohol wine** will be up for contention again this year. The lifestyle category is growing in engagement with both consumers and producers, and we would like to celebrate the significant innovation that is happening in this area.

We are also proud to continue the Vit Management Best Organic Wine Trophy

Please see the entry criteria for these categories detailed further in this document.

Student Entries

The Marlborough Wine Show supports NMIT | Te Pūkenga Viticulture and Oenology studies and encourages wines made by current NMIT students to enter the Marlborough Wine Show and be judged alongside all other entries in their relevant class. There is no charge for student-made entries and the top-scoring Student Wine will be announced at the Marlborough Wine Show Celebration

Celebration - 50 years of Marlborough

The trophies will be announced at the Marlborough Wine Show Celebration dinner on Friday 17 November where we will applaud participants, celebrate 50 years of the Marlborough wine industry, and recognise the Wine Marlborough Lifetime Achievement Award. Details to purchase tickets to the celebration will be released soon.

We look forward to receiving your entries and delivering an excellent forum to showcase your wines. Should you have any queries, comments or suggestions please do not hesitate to contact: Loren Coffey, Event Manager Loren@winemarlborough.nz 027 742 0350

General Entry Information

Entries open on Thursday 24 August and close on Wednesday 20 September 2023.

All general entries must be submitted online [here](#).

The entry fee is \$76.00 NZD +GST per wine, except for the Legacy Trophy which are \$85 +GST per entry (set of 3 wines). **A GST Tax Invoice will be sent to you, due for payment on receipt.** Entries not paid for will not be judged.

Judging labels for wine samples will be sent via email to entrants shortly after entries close. **Please do not send the wine(s) until you have affixed these labels to the bottles.**

You will also receive an address template for the carton/s containing the entry samples. Samples must be delivered in a sealed box by 5pm Friday 6 October 2023. In the interests of sustainability, please, no polystyrene packaging.

Bottles required for judging purposes are as follows:

STYLE	CLOSURE	SIZE	NO. REQUIRED
Sparkling wines	Non-cork	750ml	4
Sparkling wines	Cork	750ml	5
Still table wines	Screwcap	750ml	4
Still table wines	Non-screwcap	750ml	5
Still table wines	Screwcap or non-screwcap	375ml	6

The Subregions

A minimum of 95% of the grape juice content must come from the subregion that the wine is entered in to for judging. Subregions are defined as per Wine Marlborough as follows:

- Wairau Valley - including Rapaura, Lower Wairau, Upper Wairau, Conder's Bend, Renwick, Kaituna
- Southern Valleys - including Ben Morven, Brancott, Fairhall, Omaka, Waihopai
- Awatere & South Marlborough - including Redwood Pass, Dashwood, Seaview, Seddon, Blind River, Ward and other South Marlborough wines.

Judging

Wines will be judged as per the **Schedule of Classes** and evaluated on a 100-point scale with medals awarded on the following basis:

- ✓ Gold = 95 points or over
- ✓ Silver = 90-94
- ✓ Bronze = 85-89

Tastings for the Industry

After judging on Friday 20 October, the local wine industry will be invited to come and taste the wines that have been opened through the show.

Supporting Research Projects

The Marlborough Wine Show has supported research projects with partners including Te Pūkenga NMIT, Plant & Food Research based in Blenheim and Bragato Research Institute. The Marlborough Wine Show allows pre-organised research proposals to be presented and if agreed on would allow access to the wines in the show to take small samples of opened bottles of wine for analysis. Confidentiality agreements will be in place to prevent brands or identifying information to be obtained or used in their research.

The Three Subregion Champions

A trophy will be awarded to the highest scoring gold medal-winning wine from each of the three Marlborough subregions. Please note the following criteria:

1. Entries of any wine of any style are eligible.
2. You do not need to submit any extra bottles of the wines that fit the criteria for a subregion entry unless the wine is sealed under cork when we ask you to consider submitting an additional bottle.
3. A minimum of 95% of the grape juice content must come from that subregion



4. In the case of a blend naming varieties, the total content of those varieties must make up a minimum of 95% of the blend; this must be presented in descending order of proportionate content.
5. A wine entered into the subregion sub-classes of Sauvignon Blanc, Chardonnay and Pinot Noir will automatically be eligible for the subregion trophies.
6. To indicate that a wine is eligible for this award, select the subregion from the dropdown menu on the entry form.
7. There are the same minimum stock recommendations as for the main show entries, that is, a minimum of **50 x 9L cases of stock** following release of the competition results. It is also a requirement that all trophy-winning wines be available for general sale following announcement of the winning wines.
8. There is no separate or additional entry fee for this class as it is a requirement that all wines eligible for these trophies are entered in the main competition.
9. A random audit will be carried out to check eligibility.

The Legacy Trophy

This will be awarded to the wine producer with the highest scores for three vintages within a ten-year period for any wine under the same brand and same variety. Please note the following criteria:

1. Three vintages of one wine within a ten-year period are required and must have a minimum gap of two years between each one.
2. The youngest wine that can be submitted is 2022.
3. Two bottles of each wine are required. Unopened bottles can be returned to the entrant if requested.
4. Medals are not awarded to this class. The winning entry receives the 2023 Legacy trophy. There are no other awards and as such we encourage a diverse range of entries.
5. This is judged separately from the main class judging, by an invited panel.
6. There is no limit to the number of entries by an entrant.
7. There are no minimum stock requirements.
8. If you wish for any of the wines entered in the Legacy class to be judged in their varietal classes, then that wine needs to be entered again in the relevant varietal class.
9. The entry fee for this class is \$85 + GST per entry i.e. for all three wines.
10. Aside from the Trophy winner, the results of this class will not be published.

The Coterie Wine of Provenance Trophy

This will be awarded to the best single vineyard wine from any category based on the highest pointed gold medal-winning wine for any single vineyard entry, with a further tasting to select the best if required. Please note the following criteria:

1. Entries of any wine of any style are eligible.
2. You do not need to submit any extra bottles of the wines that fit the criteria for single vineyard unless the wine is sealed under cork when we ask you to consider submitting an additional bottle.
3. A minimum of 95% of the grape juice content must come from one vineyard only.
4. In the case of a blend naming varieties, the total content of those varieties must make up a minimum of 95% of the blend; this must be presented in descending order of proportionate content.
5. To indicate a wine is eligible for this award, note YES beside the Provenance Category when entering the wine in its varietal class.
6. There are the same minimum stock recommendations as for the main show entries, that is, a minimum of **50 x 9L cases of stock** following release of the competition results. It is also a requirement that all trophy-winning wines be available for general sale following announcement of the winning wines.
7. There is no separate or additional entry fee for this class as it is a requirement that all wines entered in this class are entered in the main competition.
8. A random audit will be carried out to check eligibility.

The Vit Management Ltd Champion Organic Wine Trophy

This category is to recognise excellence in Organic wines. It will be awarded to the highest pointed gold-medal winning Organic wine from any class, with a further tasting to select the best if required. Please note the following criteria:

1. An entry must be certified as Organic by an officially recognised provider.
2. Organic entries of any wine of any vintage or style are eligible.
3. You do not need to submit any extra bottles of the wines that fit the criteria for Organic unless the wine is sealed under cork when we ask you to consider submitting an additional bottle.

4. To indicate a wine is eligible for this award, note the recognised certifier and number beside the Organic Category when entering the wine in its varietal class.
5. There are the same minimum stock recommendations as for the main show entries, that is, a minimum of **50 x 9L cases** following release of the competition results. It is also a requirement that all trophy -winning wines be available for general sale in the New Zealand market following announcement of the winning wines.
6. There is no entry fee for this category as it is a requirement that all wines entered in this category are entered in the main competition.
7. A random audit will be carried out to check eligibility.

The Champion Low Alcohol Wine Trophy

This category is to recognise excellence in low alcohol wines. It will be awarded to the highest pointed gold-medal winning low alcohol wine from any class, with a further tasting to select the best if required. Please note the following criteria:

1. An entry must be less than 10% ABV.
2. Low alcohol entries of any wine of any vintage or style are eligible.
3. To receive the Trophy the top-scoring wine must have been awarded a gold medal.
4. You do not need to submit any extra bottles of the wines that fit the criteria for Low Alcohol unless the wine is sealed under cork when we ask you to consider submitting an additional bottle.
5. To indicate a wine is eligible for this award, note the alcohol content beside the Low Alcohol Category when entering the wine in its varietal class.
6. There are the same minimum stock recommendations as for the main show entries, that is, a minimum of **50 x 9L cases** following release of the competition results. It is also a requirement that all trophy-winning wines be available for general sale in the New Zealand market following announcement of the winning wines.
7. There is no entry fee for this category as it is a requirement that all wines entered in this category are entered in the main competition.
8. A random audit will be carried out to check eligibility.

The Marlborough Wine Show Fund

Despite requesting the least number of samples possible, there are always a number of bottles of wine that are excess to requirements. Wine Marlborough will continue to sell excess wine samples, with the

money raised donated to a set up for leadership development however a portion of these funds will be diverted to a wine industry tasting development programme, more details to follow.

Please note that given the increase in samples requested this year, excess judging samples can be returned to entrants on request. Please lodge your request by emailing Loren@winemarlborough.nz at time of entry.

Key Dates

ACTIVITY	2023
Entries open	Thursday 24 August
Entries close	Wednesday 20 September
Labels sent to entrants for attaching to judging samples	Friday 22 September
Wine samples for judging to be received by	5pm, Friday 6 October
Judging at Marlborough Events Centre, Blenheim	18-20 October
Industry tasting following the days judging	Friday 20 October
Results notified to entrants	Friday 27 October
Delivery deadline of gold medal wines for celebration	Thursday 9 November
Celebration of the Marlborough wine industry and announcement of the Marlborough Wine Show trophies	Friday 17 November

Entry Conditions

1. Wines entered must be made from a **minimum of 85% Marlborough grapes**. Wines can be entered by wine producers, distributors, or agents. Any number of wines may be entered including those that have been entered before.
2. The threshold for wines entered into the specific subregion classes or the Coterie Wine of Provenance Award remains at 95% Marlborough grape content.
3. Only wines made solely from grapes are eligible for entry.
4. All wines entered must be taken from, and therefore be representative of, a homogeneous quantity of wine. Such wine may be produced in multiple lots or bottlings provided that:



- Every lot and/or bottling is composed of identical source materials blended in identical proportions and subjected to identical winemaking practices and processes as far as practically achievable in terms of good winemaking practice, and
 - Every lot and/or bottling is consistent in terms of sensory characteristics and chemical profile, allowing for analytical tolerances and the effects of maturation, and
 - It is fully consistent with all wine produced under that same label in that vintage and with that available in the market.
5. All entries must comply with all applicable legislative requirements relating to the composition and labelling of wine, including the Australia New Zealand Joint Food Standards Code, the Food Act 1981, the Food (Safety) Regulations 2002, the Wine Act 2003 and the Fair Trading Act 1986. No tank or barrel samples permitted.
 6. Wines entered must be labelled and sealed as if for sale (ref ANZFA and EAN). A new vintage wine may carry a temporary label *but* must state all necessary regulatory information.
 7. Any wine may be entered only once under the closure of the entrant's choice (e.g. screwcap, cork etc.) and in the packaging format of the entrant's choice (e.g. glass, can, plastic etc.). It cannot be duplicated with another type of closure or packaging format. Any medal awarded to the entry then applies only to the wine under the closure and in the packaging of that specific entry.
 8. Any wine can only be entered once. In the situation where the same wine is bottled under 2 different labels, only one label may be entered.
 9. While every effort will be made to ensure wines are judged in the correct class, it is the entrant's responsibility to:
 - a. Ensure that the wine is entered into the correct class and sub-class. We strongly recommend the winemaker oversees the entry.
 - b. Ensure the wine and vintage as completed on the entry form is the wine that is entered and labelled and sent for judging.
 - c. Ensure that wines to be judged are received at the correct address by the due date.
 10. By submitting an entry into the Marlborough Wine Show, you agree to be bound by the terms and conditions of the competition.
 11. If a wine is withdrawn, entry fees will only be refunded if judging labels have not been produced.
 12. Late entries, if accepted at the discretion of the Competition Director, will be charged at a fee of \$90 plus GST per wine entered.
 13. The Show reserves the right not to judge wines or to withhold results until outstanding entry fees are paid.
 14. To meet consumer demand following publicity from the event, we strongly recommend that a minimum of 50 x 9L cases of stock of current vintage wines be available following release of the competition results



15. Any producer or supplier that breaches the rules of the 2023 Marlborough Wine Show will be disqualified, have medals or trophies withdrawn and may be prevented from entering the competition in future.
16. In the event of any dispute, the decision of the Competition Director, Chief Judge and organisers shall be final.
17. All producers entering wines into the 2023 Marlborough Wine Show must be registered with SWNZ, or other officially recognised environmental certification body in New Zealand, such as Biogro.
18. Entrants whose wines receive a gold medal are required to provide six bottles free of charge for the Celebration Event and permit the organisers to purchase more if required.
19. All Gold and Trophy-winning wines are required to be commercially available for sale following the announcement of the results.

Schedule of Classes

CLASS	NAME
1	Sparkling wines (vintage and non-vintage)
1a	Bottle fermented
1b	Other (incl Sparkling Sauvignon Blanc etc)
2	Sauvignon Blanc 2023
2a	Regional Blend
2b	Wairau Valley
2c	Southern Valleys
2d	Awatere and South Marlborough
3	Sauvignon Blanc 2022 and older
3a	Regional Blend
3b	Wairau Valley
3c	Southern Valleys
3d	Awatere and South Marlborough
4	Sauvignon Blanc - Alternate Style, any vintage
5	Chardonnay 2023 - 2022 - 2021
5a	Regional Blend
5b	Wairau Valley
5c	Southern Valleys
5d	Awatere and South Marlborough
6	Chardonnay 2020 and older
6a	Regional Blend



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ENTRY RULES TERMS & CONDITIONS

6b	Wairau Valley
6c	Southern Valleys
6d	Awatere and South Marlborough
For classes 7, 8 and 9, please use <7.5g/L RS as a guide to dry wines	
7	Pinot Gris any vintage
7a	Dry
7b	Off-dry
8	Riesling any vintage
8a	Dry
8b	Off-dry
9	Gewürztraminer any vintage
9a	Dry
9b	Off-dry
10	Sweet Wines any vintage
11	Other White Wines & Blends any vintage
12	Skins/Orange/Natural/LoFi Wines (red and white grapes) any vintage
13	Pinot Noir 2023 - 2022 - 2021
13a	Regional Blend
13b	Wairau Valley
13c	Southern Valleys
13d	Awatere and South Marlborough
14	Pinot Noir 2020 and older
14a	Regional Blend
14b	Wairau Valley
14c	Southern Valleys
14d	Awatere and South Marlborough
15	Other Red Wines & Blends any vintage
16	Rosé any vintage
20	Student Entries (to be judged in varietal class)
30	Legacy Award
30a	First Vintage (2022 or older)
30b	Middle Vintage (at least two vintages later than Current Vintage)
30c	Oldest Vintage (at least two vintages later than Middle Vintage)

- Older wines are welcome in any class.

- Low and zero alcohol wines are to be entered into their varietal class. Please record the alcohol content on the entry form.
- We recommend the winemaker be consulted to ensure wines are entered into the correct classes.
- Natural wines/ Orange wines/ low intervention wines made from either white or red grapes can be entered in class 12. All entries in this class must be less than 25ppm TSO2.

Publicity

Any advertising, promotion or publicity relating to or referring to medals, awards, trophies or accolades won in this competition must not be false, misleading or deceptive.

1. References in any advertising, promotion or publicity to awards or trophies won in this competition (including the use of medal stickers) may only be made in respect of the wine represented by the entry bearing the label details, and packaging, under which the wine was entered. Therefore even if the exact same wine is bottled under another label, or packaging, this label will not be eligible to carry any medal/trophy/accolade reference.
2. Any use of awards or trophies in advertising, promotional or publicity material must be accompanied by a statement of the actual awards and/or trophies won and the year or years in which they were won, and any awards or trophies illustrated must relate to the awards and/or trophies so described.
3. The only promotional material that may be affixed or attached to a bottle (e.g. label, sticker, neck-tag) to refer to an award, medal or trophy granted in this competition is the official 2023 Marlborough Wine Show sticker or licensed logo. Please contact the organisers if you require the official artwork.

Audit Procedure

1. All wines entered into the 2023 Marlborough Wine Show may be subject to verification of compliance with the regulations of the competition by auditors appointed by the organisers of the competition.
2. The entrant agrees that organisers of the 2023 Marlborough Wine Show and/or their auditors may inspect stocks and uplift samples of wines bearing the same name details as the entry held at the premises of the entrant and inspect records of wines bearing the same name details as the entry. The entrant agrees to facilitate such an inspection at a mutually convenient time within five days of the date of such request. Entry into the Marlborough Wine Show also grants the organisers permission for a third-party audit such as accessing New Zealand Winegrowers records held on a wine to assess its eligibility to be included in the competition. Failure to pass this audit may result in a wines disqualification.
3. Wines available for retail sale may be purchased in the course of any audit.



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ENTRY RULES TERMS & CONDITIONS

4. Wines that are the subject of an audit may undergo sensory evaluation and/or chemical analysis as deemed appropriate and as directed by either the organisers of the 2023 Marlborough Wine Show, the Chief Judge or both.
5. In the event of any wrong-doing, costs incurred in any audit, investigation and/or analysis of any entry will be charged to the entrant.

Should you have any queries, comments or suggestions please do not hesitate to contact:

Loren Coffey, Event Manager Loren@winemarlborough.nz 027 742 0350

News on the Marlborough Wine Show can be followed via:

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