



ARGENTINA WINE AWARDS 2010

It is with great pleasure that Wines of Argentina invite you to participate in the 4th 'Argentina Wine Awards' tasting competition.

Designed to benchmark and reward the quality and advancement of the Argentine wine industry, the Argentina Wine Awards have established themselves as the most important event in the local calendar as well as being increasingly followed with interest by those in the wider world of wine. Last year over 500 wines were entered into the competition and it is hoped that 2010 will see even more.

In order to reflect the proliferation of Argentina's wines throughout the world and the growing importance of a range of different markets, the international panel of judges has been selected not only from as wide a range of relevant countries and nationalities as possible but also exclusively from the membership of the Institute of Masters of Wine.

These criteria will provide an extremely knowledgeable group of individuals with the highest level of technical ability as well as the most balanced view of the world wine market that the Argentina Wine Awards have had to date. The international judges will be joined by six respected experts from Argentina.

Confirmed International Judges:

Jo Ahearne MW (UK)	Sheri Sauter Morano MW (USA)
Essi Avellan MW (Finland)	Sebastian Payne MW (UK)
Roger Bohmrich MW (USA)	Barbara Philip MW (Canada)
Rosemary George MW (UK)	Frank Roeder MW (Germany)
Peter McCombie MW (UK/New Zealander)	Madeleine Stenwreth MW (Sweden)
Debra Meiburg MW (Hong Kong/American)	Dirceu (Junior) Vianna MW (UK/Brazilian)

The positive publicity that the event will generate is very important to the industry but that is not the only benefit. The competition provides a wonderful learning experience for all involved. The judges, all highly influential people, will deepen their knowledge and understanding of Argentina and its wines and the wineries will learn what style and quality of wines are best suited to their export markets. The tasting notes of all judges will be retained by Wines of Argentina so that wineries will be able to obtain feedback on the wines they enter should they wish.

All Trophy and Gold Medal winning wines will be used by Wines of Argentina, as in 2009, in its promotional activities abroad demonstrating the high quality of Argentina's wines.

The Awards tastings will be held in Mendoza 22–25 February 2010. We very much hope that you will decide to participate and help make the event a spectacular success.

Saludos - Wines of Argentina

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Information & Membership
Wines of Argentina
T & F: +54 261 423 5346
E: info@winesofargentina.com.ar
W: www.winesofargentina.com.ar

Organisation & Logistics
Hunt & Coady
T & F: +44 1451 831682
E: jane@huntandcoady.com
W: www.huntandcoady.com
W: www.argentinawineawards.com