

Decanter ^{CHINA} 醇鉴中国

Decanter Asia Wine Awards open for entries

By Decanter
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Entries are now open for the third edition of the Decanter Asia Wine Awards (DAWA), offering producers the chance to boost their reputation among Asia's growing ranks of wine consumers.



Last year's awards - the second edition since the competition's inception in 2012 - saw 2,023 wines pick up medals, of which only 15 went on to scoop the coveted International Trophies.

Jeannie Cho Lee MW and Decanter consultant editor Steven Spurrier will again co-chair DAWA in 2014, assisted by vice-chairs Shinya Tasaki, CH'NG Poh Tiong, Gerard Basset OBE MS MW, Andrew Jefford and Michael Hill-Smith MW.

More than 40 judges from countries including Japan, South Korea, Mainland China, Hong Kong and Singapore were on the tasting panel in 2013. The Decanter Asia Wine Awards prides itself on recruiting the majority of its judges from across Asia.

Since the 2013 awards, the DAWA team has undertaken an extensive promotional programme for award-winning wineries to gain extra exposure in key markets. Recent promotions include consumer tastings through Enomatic tasting machines at several partner venues, including ASC's Wine Residence in Shanghai, showcases at tradeshow like ProWine China and Wine & Dine Festival in Hong Kong, as well as an online sales promotion with Amazon China.

The entry period for this year's Decanter Asia Wine Awards will run until 30 June, and entrants will have until 8 August to send their samples to freight group JAS Forwarding in Hong Kong.

To enter DAWA 2014 click here <http://www.decanterawards.com/en/dawa/>
See last year's news story on the DAWA International Trophy winners here <http://dawa.decanterchina.com/en/2013/article.php?ID=54>
See a full list of 2013 winners here <http://dawa.decanterchina.com/en/2013/>