



DBSB
SPRING
TASTING
2021



THE **SPIRITS**
BUSINESS

the
drinks
business

SPRING BLIND TASTING

OFFICIAL WATER OF
THE DRINKS AND
SPIRITS BUSINESS



THE DB & SB SPRING BLIND TASTING

THE **SPIRITS**
BUSINESS

the drinks business

This Spring, The Drinks Business & The Spirits Business will collaborate for The DB & SB Spring Blind Tasting in a drive to find and reward the best drinks brands on the world stage.

Chaired by The Drinks Business' Editor-in-Chief, Patrick Schmitt MW, The Spirits Business' Melita Kiely, and assessed by a panel of leading industry experts, including Master Sommeliers, Masters of Wine, senior buyers and leading mixologists, entries will be judged blind to discover this spring's best brands on the world stage.

- To enter The DB & SB Spring Blind Tasting 2021, you must be one of the following: a brand owner, a producer, a distributor/importer, retailer or official regional/national promotional body or producer association.
- If you are not the brand owner, you must have written permission to enter the Masters Series
- Bronze, Silver, Gold and Master medals will be awarded at the discretion of the judges
- The chairman's decision is final
- Medal winners will receive an official results email at the beginning of Spring 2021..

TO ENTER:

1. Complete the entry form
2. To pay, please include a cheque made payable to Union Press Ltd or provide credit card details on the entry form
3. Forward two samples for each category entered to: Rhiannon Morris The DB & SB Spring Blind Tasting, Wine Sorted, Little Owl Farm, Main Road, Murcott OX5 2RE UK. Refunds cannot be given for samples that do not arrive on time.
4. Please ensure that all UK duty on samples is pre-paid. This can be arranged through your shipping company.

Entry Deadline: 5th February 2021

Sample Deadline: 9th February 2021

CATEGORIES



WINE

We will categorise the wine flights based on wine style and price point. The entry form requests details on grape variety and blend, alcohol and sugar content, region of production and style, and any special certification (i.e. Organic, Vegan, etc). Our Editor-in-Chief, Patrick Schmitt MW and team are very experienced in the categorisation of wines for professional blind tasting and can ensure that all entries have the best possible position in their respective flights.

OTHER PRODUCTS

Please describe ABV and Ingredients and a brief description of the product i.e. Mixer, Cider, Alcoholic ginger beer, Beer etc.

CATEGORIES



SPIRITS

SCOTCH WHISKY

Blended / Blended Malt / Blended Grain
Single Malt / Single Grain

AMERICAN WHISKEY

Bourbon / Rye / Single Grain / Tennessee
Single Malt

IRISH WHISKEY

Single Malt / Single Grain / Single Pot Still
Blended

WORLD WHISKY

COGNAC & BRANDY

VS / VSOP / XO / Other

VODKA

GIN

RUM

White / Gold / Dark

TEQUILA & MEZCAL (100% AGAVE)

Blanco / Reposado / Anejo / Extra Anejo / Other

SPECIALITY SPIRITS

LIQUEURS

LOW/NO ALCOHOL

PREMIXED

PRODUCT DETAILS

If entering more products than this page allows, please print and fill out multiple copies accordingly

Product Name

Name will appear in results printed in The Drinks Business & The Spirits Business magazines. Please provide correct spelling.

.....

.....

Category Name:.....

Country and Region of Origin:

.....

Brand Owner Company (to be printed in results):

.....

Brand's Website:

.....

Age/Vintage:..... Alcohol content (%abv):.....

Recommended Retail Price

(£/\$/€):.....

ENTRY FEES

Single entry – This will be suited to anyone wishing to highlight a new product and expose our judges to your brand.

The cost to submit a single entry is £149 + VAT.

For more information on Portfolio or Block entries, please contact Andrew Oliver at andrew.oliver@thedrinksbusiness.com

Portfolio entry – This is useful where you are trying to highlight your range or a section of your range as a whole. A portfolio entry rate can be negotiated based on volume.

Block entry – This is designed for regional promotional bodies or promotional associations representing a type of wine or spirits. This should be seen as part of a bespoke package which can include a special write-up of the results for the region/association as a whole, a potential editorial visit to the region of production and editorial feature, and a dedicated presence for the region/association and masterclass at our consumer events or at a separate dedicated trade event. We can give a bespoke quotation on this activity based on your requirement.

Total number entries submitted @ £149 _____

VAT @ 20% _____

Total _____

YOUR VAT No _____

* THE UK VAT RULES HAVE CHANGED. European companies with a valid VAT registration number do not have to pay UK VAT. Companies outside of Europe are not required to pay UK VAT and do not have to provide a VAT registration number.

Payment Details

1. Cheques payable to: Union Press Ltd should be sent to: Union Press Ltd, 4th Floor, Wigglesworth House, 69 Southwark Bridge Road, London SE1 9HH, UK

2. Credit card payment:

Please debit my Switch/Amex/VISA/Mastercard

Card number:

Expiry date: /

Issue no: (switch only)

3 digit security code:

Credit card transactions will be taken in UK Sterling at the current exchange rate

3. BACS transfer information:

Bank Name: HSBC, 73 High Street Watford WD17 2DS, United Kingdom

Account Name: Union Press Ltd; Account Number: 32069385;

Sort Code: 40-45-27; IBAN: GB02MIDL40452732069385

BIC: MIDLGB22

Please send receipt/invoice

Signature _____

Date _____

CONTACT US

Wine

Sophie Raichura

sophie.raichura@thedrinksbusiness.com

Spirits & Other

Rhiannon Morris

rhiannon.morris@thespiritsbusiness.com

Portfolio Entries

Andrew Oliver

andrew.oliver@thedrinksbusiness.com

**For all other questions, please contact us on
+44 (0)20 7803 2430**

Rhiannon Morris
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