



OWN LABEL AWARDS CHAMPIONSHIP 2009

CRITERIA FOR ENTRY

All contender products must be either an own label for the entrant company or exclusive to that company in the UK.

COST OF ENTRY

A charge will be made for each contender product entered as follows. £65 + VAT each (£74.75 inc VAT) for up to 10 entries, £55 + VAT each (£63.25 inc VAT) for 11 to 49 entries, and £45 + VAT each (£51.75 inc VAT). Entrants are responsible for paying the appropriate excise duty. Payment should be sent at the time of entry. A VAT receipt will be sent by return. No companies will be invoiced prior to payment. Entries will not be accepted without payment in full.

Invoices will be sent after receipt of payment unless a pro-forma invoice is requested. If a pro-forma invoice is required, please email the request to Richard Chappell at richard.chappell@gmail.com.

HOW MANY CONTENDER PRODUCTS RECEIVE AWARDS?

The tastings on the first three days will eliminate every contender product that will not be recognised in the OWN LABEL AWARDS Championship 2009. Every contender product that goes through to the final rounds on the fourth day will be recognised as an OWN LABEL AWARDS Trophy Finalist, and from these Trophy Finalists the Trophy Winner will be chosen for each Category.

From all of the Trophy Winners will then be chosen the Best Red Wine and Best White Wine. Given the structure of the competition, it is not possible to exactly predict the number of recognised finalists and award winners, but it is not expected that these will include more than 25% of entrants.

SUBMITTING YOUR ENTRY FORMS

Contender Products can be entered either by filling in a hard copy entry form for each entry, or entering the details online in the entrants section at www.ownlabelawards.com. All entries should be submitted by the Friday 16th September 2009, along with full payment for all entries.

All paper entry forms and payment should be sent to:

OWN LABEL AWARDS Championship 2009, Flat 1, 52 Dafforne Road, Tooting Bec, London. SW17 8TZ.

All payments should be made out to Own Label Awards Limited, and must be sent before the contender products are sent. Any contender products for which the entry fee and appropriate excise duty has not been paid may be excluded from the OWN LABEL AWARDS Championship 2009 at our sole discretion.

NUMBER OF BOTTLES OR OTHER CONTAINERS TO SUBMIT PER ENTRY

Six bottles for each contender wine and cider must be submitted for every entry to allow for multiple tasting on different days, and for out of condition samples. Two bottles of each contender spirit and liqueur must be submitted for each entry. Six 500cl bottles or other equivalent containers of each contender beer must be submitted for each entry. Surplus bottles remaining after the end of the championship will be donated to The Wine and Spirits Trades' Benevolent Society.

SUBMITTING YOUR CONTENDER PRODUCTS

All samples of contender products to be considered must be submitted by 5pm on Friday 25th September 2009. The samples of the contender products to be considered should be delivered during the period Monday 21st September to Friday 25th September direct to the event venue at: Vinopolis (www.vinopolis.co.uk), No. 1 Bank End, London, SE1 9BU. Tel: 0207-940 8300. There will be some provision to accept deliveries on Monday 28th September, but only on an emergency basis, and inclusion in the OWN LABEL AWARDS Championship 2009 cannot be guaranteed for late deliveries, though we will do our best to include them if possible.

USE OF THE OWN LABEL AWARDS LOGO

The OWN LABEL AWARDS Logo, Category Award Finalist, Category Award Winner, and Overall Class Award Winner certificates will be available to Award Finalists and Award Winners in electronic and hard copy form. The OWN LABEL AWARDS logo remains the property of Own Label Awards Limited and any unauthorised use, reproduction or alteration of the OWN LABEL AWARDS logo or certificates is strictly prohibited. Should any OWN LABEL AWARDS logo or certificate be used for promotional purposes (ie on printed material, the internet, or TV/Radio advertising), the logo or certificate must be attributed to OWN LABEL AWARDS.

PURCHASE OF CHAMPIONSHIP STICKERS

OWN LABEL AWARDS CHAMPIONSHIP Stickers will be available for purchase from OWN LABEL AWARDS in rolls of 1000 at a cost of 1p per sticker and delivery at cost.

PROMOTION AT VINOPOLIS

All finalists and winners will be showcased at Vinopolis for a period after the results of the OWN LABEL AWARDS Championship 2009 are released. All retailers with finalists or winners will need to provide additional samples of product for this promotion. Details of this promotion will be finalised by the end of September 2009.

GHOST SHOP VERIFICATION

OWN LABEL AWARDS reserve the right to ghost shop to verify that the wines entered into the Championship are the same as those sold by the entrants. Such ghost shops may be filmed for publication on www.ownlabelawards.com.