

19Th
2006-2025



SIWC



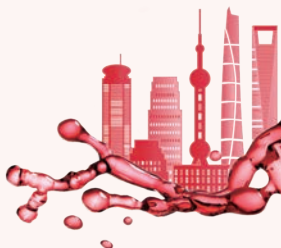
THE 19th SHANGHAI INTERNATIONAL WINE CHALLENGE

JUNE 23 TO 27 **2025**

GLOBAL HUB

WAIGAOQIAO INTERNATIONAL EXHIBITION AND TRADING CENTER
OF WINE & BEVERAGE

"Global Hub"
Gathering Global Fine Wines



www.siwc.top

A Welcome to SIWC

The 19th Shanghai International Wine Challenge (SIWC) will be held from June 23 to 27, 2025 at the "Global Hub" in Waigaoqiao, Shanghai Pilot Free Trade Zone! With the theme of **"Innovation and Adaptation, Embracing the Market"** this year's competition is dedicated to making wine more accessible to people's daily lives.

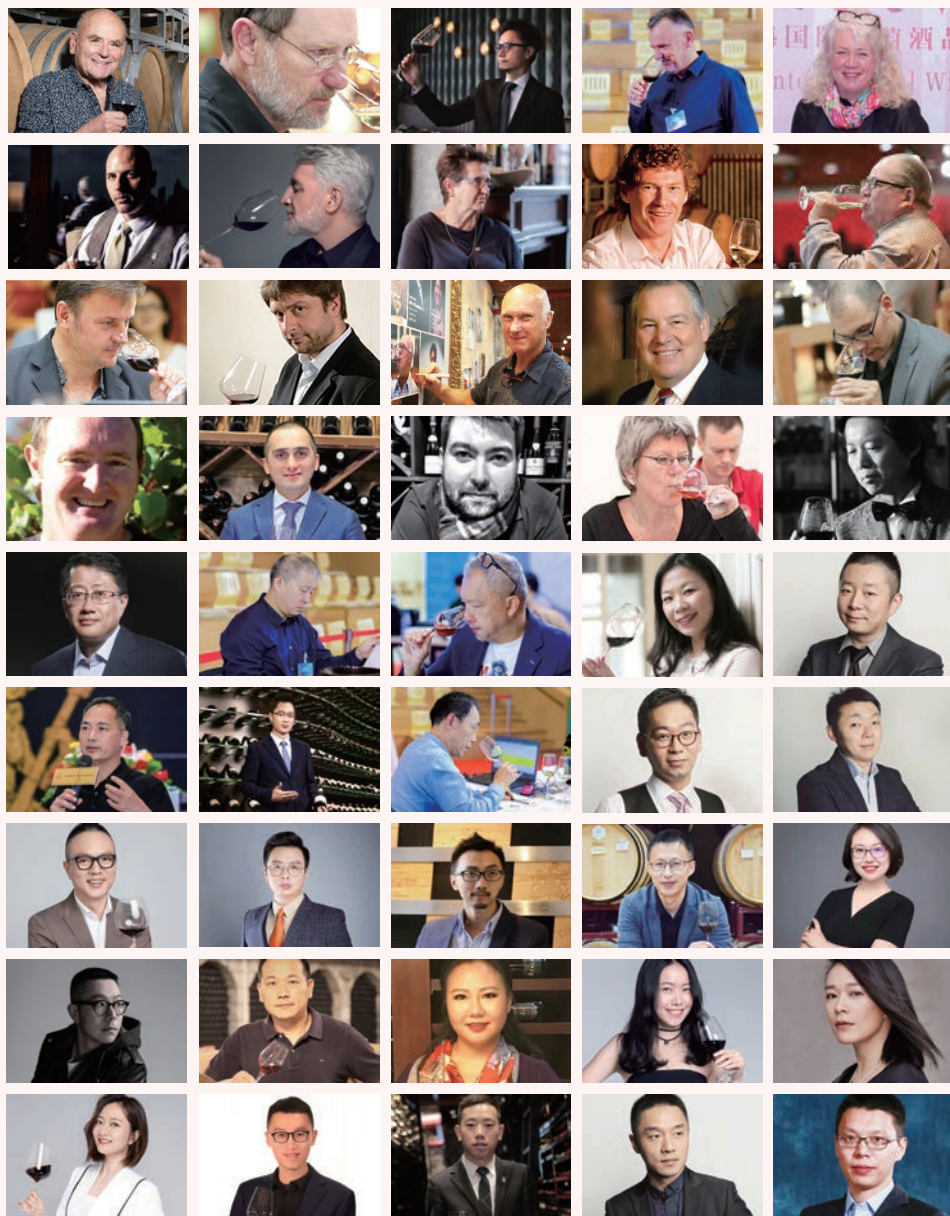
Wine, now a household staple worldwide, has entered millions of homes as a daily beverage. Confronted with an overwhelming variety of wine options in the market, consumers urgently need guidance to identify authentic, quality selections at accessible price points. To address this, SIWC2025 brings together renowned domestic and international wine experts to guarantee judging professionalism and authority. Innovatively, we are establishing a consumer judging zone where media professionals, KOLs, restaurant owners, and other wine-savvy enthusiasts will evaluate wines priced below 100 RMB. This dual-tiered evaluation system creates a trusted "Everyday Wine Guide" for consumers.

SIWC will continue to convene professional judges to curate premium boutique wines, cultivating an expanded portfolio of refined options for the market.

The 19th SIWC 2025 has officially launched its global exhibitor recruitment. Industry partners are cordially invited to co-craft this premier oenological event!



B SIWC ensures authoritative judging with global wine experts



C Multi-channel Marketing Promotion for Award-winning Wines



Master Classes



At the CIIE



At the CFDF (Chengdu)



At the Pro Wine & FHC



Professional Tasting Sessions



Marketplace Promotion



D Rules of SIWC

Public Tasting Zone

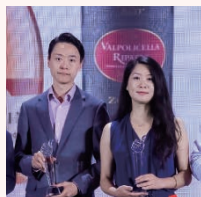
Accepts wines with a market retail price of RMB 100 or below (inclusive). Entries are grouped by country of origin, color (red/white/rose), sparkling/non-sparkling classification, and sweetness style (dry/off-dry/sweet). The judging panel comprises wine industry influencers, restaurateurs, and passionate enthusiasts who determine the "People's Choice Award" through intuitive sensory evaluation, reflecting everyday consumer preferences.

Note: Wines in this category may also opt to participate in the Expert Judging Zone for additional evaluation.

Expert Tasting Zone

SIWC evaluation process is rigorous and benchmarked against internationally renowned competition standards to ensure the fairness and authoritativeness of the results. The judging panel employs a blind tasting method, concealing all brand and winery information of the competing wines. Evaluations are conducted solely based on sensory dimensions including aroma, color, and palate characteristics, through which the final award outcomes are determined.

Awards: Platinum Award, Gold Award, Silver Award, and Best Trophy Award





How to Participate / Registration Method



A. Register on our official website www.siwc.top



C. Deliver the wine samples to the designated warehouse



B. Complete and submit your online entry before June 6, 2025



D. Announce results of competition at the awards ceremony

Registration Fees and Benefits

Registration Deadline: 2025.6.6

1. Public Tasting Zone: The entry fee is RMB 1,000 *unlimited number of entries

2. Expert Tasting Zone: The entry fee is RMB 1,000 per wine

3. Natural wine: The entry fee is RMB 2,000 *unlimited number of entries

All awarded wines will receive the following privileges:

- Official certificate issued by the competition organizing committee
- Listing in the SIWC2025 Yearbook (print & digital editions)
- Priority access to complimentary participation in host-organized national roadshow events
- Priority recommendation to restaurant outlets and retail distribution channels

Receipt of Domestic Wine Samples

Deadline for Sample Receipt: 2025.6.13

Warehouse No. 300, Yinglun Road - Shanghai Waigaoqiao Free Trade Zone

Recipient: Yuzhou Zhu 139 1795 4469

Zipcode: 200131

Notice :

1. To ensure an accurate evaluation, please provide 6 bottles (750ml per bottle) for each wine sample. In the case of wines with bottle sizes less than 750ml, such as iced wine, please provide 12 bottles of wine samples. It is crucial to indicate the exact vintage of the wine samples for proper assessment.

* For concurrent entries in two categories, provide double the required wine samples.

2. Please ensure that the outer packaging of the wine samples prominently displays: "SIWC SHANGHAI" along with your company information.

*After completing registration, the label template files can be downloaded from the official website.

F Contact the Organizing Committee

★ **Ms. Jin**

Tel: +86-21-68386725

Email: jinhebi@itoc.com.cn

★ **Ms. Zhuang**

Tel: +86-21-50611065

Email: zhuangyuan@itoc.com.cn

We look forward to welcoming you to SIWC

Let us celebrate the excellence of fine wines together,

Collaborate to elevate the industry !



Guiding Organizations

China (Shanghai) Pilot Free Trade Zone Administration

Pudong New Area Commission of Commerce

Host Organizations

Shanghai Waigaoqiao International Trading Operation Center Co. Ltd.



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