



Entry Fees & Costs

The following fees are payable, potentially in 2 stages:

Stage 1: Wine entry fee

Early bird offer (closes 17th February 2012)

1. Loyalty programme (repeat 2011 entries, new vintage) R 750 per wine (R 855 including VAT)
2. Electronic entry fee R 850 per wine (R 969 including VAT)

Standard entry offer (closes 16th March 2012)

1. Electronic entry fee R 950 per wine (R 1 083 including VAT)

Stage 2:

Winning wine marketing fee

If your wine(s) are selected as Top 100 winners, then a further R 2 550 (R 2 907 including VAT) per winning wine will be payable immediately. This will cover a portion of costs applicable to a number of market facing activities. These include:

- the costs of preparing the winning awards
- arranging the winners celebration and book launch event
- tasting festivals
- the design and publication of the high quality consumer book including vineyard/winning wine full colour 2-page entry
- QR (Quick Response) smart codes for App use by consumers, direct to your vineyard website
- loading the winning wines, label image, vineyard data and site links onto the Top 100 SA Wines website

(To put this into some form of perspective, a 2-page advert in Platter cost R 45 500 for the 2012 edition).

Winning wine book allocation – Top 100 SA Wine Book 2012 / 13

Winning vineyards are obliged to purchase the allocation of books for the purpose of aiding the joint effort of promotion, sales and brand building. Vineyards can also sell the books, with a built in profit margin.



The number of books to be allocated is as follows:

- First winning wine 25 books
- Second winning wine 15 books
- Third winning wine 10 books
- Fourth winning wine and thereafter Nil (A maximum of 50 books now; last year, unlimited.)

COST / REVENUE EXAMPLE

There is a built-in opportunity for winning vineyards to recoup some of their total entry fees. See a practical working example illustrated below:

Item	Unit Price	Cost	Income
Enter (early bird) 3 wines	R 750/R850	R 2 350	
One wine awarded Top 100: Winning entry fee	R 2 550	R 2 550	
Purchase 25 Top 100 SA Wines consumer guides	R 70	R 1 750	
Total Cost		R 6 650	
Use 5 books as gifts			R –
Sell 20 books	R 130		R 2 614
Total Revenue			R 2 614
Actual vineyard's total cost		R 4 036	

Kindly note: This example is net of VAT. It assumes two repeat (loyalty) wines entries, and one new wine, entered on Early Bird terms.

Summary

We believe we have again set entry fees and overall winners fees and costs at reasonable levels, given the stature and costs of organising this prestigious event, and the parallel significant SA and international marketing, promotion and brand benefits available to winning wines and vineyards. We also recognise and are as sensitive as possible to current difficult economic and trading conditions.