



THE FIRST IN BELARUS INTERNATIONAL TASTING COMPETITION

«ZALATY KELIH»

We invite Your Company
to participate in the International
specialized competition
of alcoholic
and non-alcoholic beverages
ZALATY KELIH
which will be held
in Minsk on October 24-26, 2018.

THE FOLLOWING BEVERAGE CATEGORIES ARE ACCEPTED FOR PARTICIPATION:

- Vodka;
- Strong distillery beverages;
- Cognacs;
- Other strong alcoholic beverages;
- Tinctures;
- Natural grape wines (still , sparkling), fruit, special;
- Liqueurs;
- Vermouth;
- Ciders;
- Beer (light, dark, porter, strong);
- Energy drinks (alcoholic, non-alcoholic);
- Functional drinks;
- Water (drinking, mineral, fruit, flavored);
- Carbonated beverages;
- Bottled ice tea;
- Kvass (kvass drink);
- Juices.

Competitive evaluation of samples is carried out by a professional jury using the method of blind tasting. The results of the competition are reviewed and approved by the Expert Council. Members of the Expert Council: representatives of government administration, specialized scientific institutions, retail (networks and individual stores), experts in the production of alcohol products, specialists in the field of science, marketing, advertising, promotion, branding and design.

In the program of the competition: specialized thematic seminars, round tables with participation of experts from the target production and sales markets, the task of tasting in the consumer focus groups, press tours to the enterprises. Among the invitees: journalists, representatives of enterprises, experts and specialists.

The final of the competition will be the business forum - a platform for business communication, exchange of experience, discussion of problems and their solutions, summing up the results of the competition. At the awarding ceremony, the rewards will be presented in the nominations, special premiums of the contest, Grand Prix.

COMPETITIVE NOMINATIONS:

Grand Prix

This nomination is awarded to the best product of the category - the winner in the appropriate category by the total score of the tasting parameters.

The best specialized brand

This nomination is awarded to a professionally branded product / product line based on the evaluation of the brand's attributes by the expert jury.

SPECIAL AWARDS OF THE COMPETITION:

Highest customer rating

This nomination is awarded to one product in the category based on the results of the tastings in consumer focus groups.

The best souvenir product

This nomination is awarded to the product in a gift-souvenir package based on the evaluation of the creative idea and execution visualization by a special expert jury.

The best packaging / label

This nomination is awarded to the product / product line based on the evaluation of content, general visualization and design of packaging / labels by a special expert jury.

Special prize of jury

This nomination is awarded to individual products of any categories based on the results revealed distinctive features of one of the estimated parameters (soft taste, bouquet, aroma, etc.) which have been noted by all judges during tastings.

Pride of the brand

This nomination is awarded to the products of the brand which are proposed for evaluation by an expert jury at the initiative of the manufacturer and claim the status of a product in its range. This status is specified in the nomination.

The best manufacturer

This nomination is awarded by the Expert Council on set of results of participation in a competition and assessment of the provided information packages of the manufacturer (the approved sample).

The best supplier

This nomination is awarded by the Expert Council on the results of participation in the competition and assessment of the provided information packages of the manufacturer (the approved sample).

Discovery of the year

This nomination is awarded by the Expert Council to new products of any category that have distinctive / innovative properties.

Opportunities of the participant of the tasting competition Zalaty Kelih:

- We provide an opportunity for the contest participants to demonstrate samples of products submitted for the competition, to conduct tasting sessions and to meet business partners at the stand of the contest ZALATY KELIH - 2018 at the international specialized wholesale exhibition-fair PRODEXPO - 2018, which will be held in Minsk at this time.
- Placing the company's news on the official website of a competition;
- Participation in the business forum and a ceremony of awarding the winners;
- Obtaining the honorary diploma in the nomination;
- Obtaining results of a research of consumer preferences on the nomination in an information and analytical format with the report on social and demographic indicators;
- Participation in all competitive actions (seminars, trainings, conferences);
- Direct communication with the buyer;
- Analysis of the competitive environment in each of the nominations.

Prize-winners of the competition have the right to apply the sign ZALATY KELIH and special prize signs of a competition on packing of the won product and also to use them in other purposes of promotion.

Applications for participation in the International specialized competition of alcoholic and non-alcoholic beverages ZALATY KELIH will be accepted until 20.09.2018.

Companies participating in the competition must provide 2 units of the declared product for blind tastings no later than 04.10.2018

Organizer of the international tasting competition:

LIMITED LIABILITY COMPANY GOLDMEDIA

TIN 191569738

220050, 44 Independence Avenue, room 3, office 28A

Settlement account BY98BLBB30120191569738001001 in JSC Belinvestbank

220002, Minsk, 29 Masherova avenue

BIK: BLBBBY2X

On the questions of participation in the competition ZALATY KELIH - 2018

please call: + 375 17 334 65 22

E-mail: zalatykelih@bk.ru

www.zalatykelih.by

Project Manager – Olga Solovei, +375 44 74 252 74

THE EVENT PROGRAM

24.10.2018

13:00 – 14:00 – registration of participants.

14:00 – seminar «Prohibition of advertising of alcoholic production».

15:30 – coffee break.

16:00 – 17:00 – seminar «How to advertise products within the legislation of the Republic of Belarus».

19:00 – ceremonial opening of the competition «Golden Kelih» with dishes of Belarusian cuisine and tasting of beverages which are stated on a competition; show program with participation of pop stars.

25.10.2018

11:00 – 12:30 – seminar «Innovative technologies: presentation of equipment» (filters, etc.)

12:30 – coffee break. Tasting cocktails and non-alcoholic products.

13:00 – 14:30 – seminar «Branding products».

19:00 – Beer festival (show program with the participation of artists and media people).

26.10.2018

13:00 – 15:00 – seminar «Merchandising» (design, information support).

12:30 – Tasting non-alcoholic beverages.

14:00 – coffee break.

15:30 – seminar «Review of the alcohol market».

18:30 – the closing ceremony of the international competition with the award of the Grand Prix and awards for the participants. Gala dinner. Show program with participation of Belarusian pop stars.

Cost of participation

1 product - 1000 euros.

2 products - 20% discount.

3 or more products - 25% discount depending on the number of products declared.

Additional payment in case of receiving the Grand Prix award by voting – 1000 euros.

The price includes:

- VIP invitation for 2 persons to all events according to the program of the competition **ZALATY KELIH**.
- invitation for 2 persons for participation in all seminars of the competition according to the program.