



THE LUXURY MASTERS - ASIA 2022

RECOGNISING THE MASTERS IN ASIA

In August 2022 *The Drinks Business Asia* will host **The Luxury Masters 2022 - Asia** competition in a drive to find and reward the finest Luxury brands from around the world in the Asian Market. Chaired by *The Drinks Business Asia* and a panel of leading spirits specialists, the Luxurys will be judged in a blind tasting, to discover the Asian Luxury Masters of 2022.

Silver, Gold and Master medals will be awarded in each category. The Gold and Master winners will then be judged for the overall title of Grand Luxury Master - Asia 2022.

- To enter The Luxury Masters 2022 - Asia, you must be one of the following: a brand owner, a producer, a distributor/importer or a retailer
- If you are not the brand owner, you must have written permission to enter the Masters Series
- Silver, Gold and Master medals will be awarded in each category
- The Gold and Master winners from each category will then be judged for the overall title of **Grand World Luxury Master - Asia 2022**
- Awards will be given at the discretion of the judges
- The chairman's decision is final

TO ENTER:

1. Print and complete the PDF entry form - print multiple pages if required. Email complete form to sophie@thedrinksbusiness.com
2. To pay, please include a cheque made payable to The Drinks Business Asia, request credit card link or use bank transfer.
3. Forward two samples for each category entered to: Sophie Raichura, **The Luxury Masters 2022 - Asia**, The Drinks Business Asia, 3/F, World Trust Tower, 50 Stanley Street, Central, Hong Kong
4. Please ensure that all duty on samples is pre-paid
5. A high-resolution bottle shot of each product entered must be emailed to sophie@thedrinksbusiness.com

Entry deadline for The Luxury Masters - Asia: 1 July 2022

Sophie Raichura
The Drinks Business Asia,
3/F, World Trust Tower, 50 Stanley Street, Central, Hong Kong
t: +44 7772 019932
sophie@thedrinksbusiness.com

THE LUXURY MASTERS 2022 - ASIA

SCOTCH WHISKY

**Blended / Blended Malt /
Blended Grain**

Super Premium
Ultra Premium

Single Malt

Super Premium
Ultra Premium

Single Grain

Super Premium
Ultra Premium

AMERICAN WHISKEY

Bourbon / Rye / Single Grain / Tennessee

Super Premium
Ultra Premium

Single Malt

Super Premium
Ultra Premium

IRISH WHISKEY

**Single Malt / Single Grain /
Single Pot Still**

Super Premium
Ultra Premium

Blended

Super Premium
Ultra Premium

WORLD WHISKY

Super Premium
Ultra Premium

COGNAC & BRANDY

Brandy / VS

Super Premium
Ultra Premium

VSOP

Super Premium
Ultra Premium

XO

Super Premium
Ultra Premium

VODKA

Super Premium
Ultra Premium

GIN

Super Premium
Ultra Premium

RUM

White

Super Premium
Ultra Premium

Gold / Dark

Super Premium
Ultra Premium

TEQUILA & MEZCAL (100% AGAVE)

Blanco

Super Premium
Ultra Premium

Reposado

Super Premium
Ultra Premium

Anejo

Super Premium
Ultra Premium

Extra Anejo

Super Premium
Ultra Premium

Mezcal

Super Premium
Ultra Premium

SPECIALITY SPIRITS

Super Premium
Ultra Premium

LIQUEURS

Super Premium
Ultra Premium

CHECKLIST... HAVE YOU DONE THE FOLLOWING?

- ☐ Filled in your entry form ☐ Enclosed a cheque, registered credit card link or bank transfer
☐ Packed all samples entered (x 2 bottles per entry), duty paid ☐ High-Resolution bottle shots

Product Name

Name will appear in results printed in
The Drinks Business Asia magazine.
Please provide correct spelling.

.....
.....

Category:.....

Country and region of origin Luxury:

.....
.....

Name of distillery (not for publication):

.....
.....

Brand owner (to be printed in results):

.....
.....

Brand's website:

.....
.....

Age:.....

Alcohol content

(%abv):.....

Recommended Retail Price

(£/\$/€):.....

Product Name

Name will appear in results printed in
The Drinks Business Asia magazine.
Please provide correct spelling.

.....
.....

Category:.....

Country and region of origin Luxury:

.....
.....

Name of distillery (not for publication):

.....
.....

Brand owner (to be printed in results):

.....
.....

Brand's website:

.....
.....

Age:.....

Alcohol content

(%abv):.....

Recommended Retail Price

(£/\$/€):.....

Product Name

Name will appear in results printed in
The Drinks Business Asia magazine.
Please provide correct spelling.

.....
.....

Category:.....

Country and region of origin Luxury:

.....
.....

Name of distillery (not for publication):

.....
.....

Brand owner (to be printed in results):

.....
.....

Brand's website:

.....
.....

Age:.....

Alcohol content

(%abv):.....

Recommended Retail Price

(£/\$/€):.....

Product Name

Name will appear in results printed in
The Drinks Business Asia magazine.
Please provide correct spelling.

.....
.....

Category:.....

Country and region of origin Luxury:

.....
.....

Name of distillery (not for publication):

.....
.....

Brand owner (to be printed in results):

.....
.....

Brand's website:

.....
.....

Age:.....

Alcohol content

(%abv):.....

Recommended Retail Price

(£/\$/€):.....

THE ASIAN SPIRITS MASTERS

Entry Form

You may enter several products on one form, but please submit just ONE entry form per Masters competition. To enter other Asian Spirits Masters competitions, please use a new form.

If you are submitting the entry form in writing, please use CAPITAL letters.

Once completed, please email the form, **and post your samples**, to The Asian Spirits Masters using the details below.

The Luxury Masters 2022 - Asia,
The Drinks Business Asia, 3/F, World Trust Tower,
50 Stanley Street, Central, Hong Kong
Please contact Sophie Raichura at
sophie@thedrinksbusiness.com or on
t: +44 7772 019932
with any questions.

Contact Details

Please enter the details of the person/company submitting the entries

Contact Name:.....

Company Name:.....

Nature of business (distributor/ PR/ producer/etc):.....

Job title:.....

Telephone:.....

Email:.....

Fax:.....

Address:.....

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.....

Invoicing address (if different to contact address):

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.....

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Contact and product information will be kept by The Drinks Business Asia for future reference and to update you on The Asian Spirits Masters and The Drinks Business Asia news.

If you do not wish to be contacted by The Asian Spirits Masters, please tick this box ☐

If you do not wish to be contacted by third party companies, tick this box ☐

For office use only

Entry No:..... GSM category:.....

No. of entries:..... Date received:.....

Payment:.....



Payment details

The cost of entry is HKD\$1950+VAT for the first entry, and HKD\$1500+VAT for each additional entry made into the same

Asian Spirits Masters competition. Additional entries to other competitions will be considered as separate.

For companies wishing to enter more than ten products for tasting at any one time, two complimentary entries will be offered.*

*These entries must be submitted at the same time as the paid for entries & are not redeemable against any subsequent competitions.

Please allow enough time for your samples to reach us. Late entries will not be judged, but you may still be charged.

Total entry fee enclosed:.....

Number of products entered:.....

Payment Methods:

Bank Transfer

Name: The Drinks Business Asia Limited

Account Number: 801-148982-001 (HKD) /801-148982-838 (EUR/USD)

Bank Name: HSBC Sort Code: 004

Swift: HSBCHKHHHKH

Bank Cheque

Cheques made payable to: The Drinks Business Asia Limited

Address: 3/F World Trust Tower, 50 Stanley Street, Central, Hong Kong

Cheques made payable to The Drinks Business Asia Limited

For credit card payment link please contact

sophie@thedrinksbusiness.com

CHECKLIST... HAVE YOU DONE THE FOLLOWING?

- ☐ Completed your entry form ☐ Emailed high-resolution bottle shots
- ☐ Enclosed a cheque, registered credit card link or bank transfer
- ☐ Packed 2 bottles per entry (duty paid)

The Luxury Masters 2022 - Asia

Sophie Raichura

The Drinks Business Asia

3/F, World Trust Tower, 50 Stanley Street, Central, Hong Kong

t: +852 9102 2354