

# The Professional Wine Event



Thailand Sommelier of the Year is a competition for Thai people who are currently working in the hotel, restaurant or wine trades.

Wine Today, the organiser of Thailand Sommelier of the Year is giving advice for FREE to those who have already worked in the above trades for a minimum of two years and are eligible to enter the competition.

When contestants submit the application form (no entrance fee!), Wine Today will guide them through the program by sending them some magazines plus questions about wines and services that sommeliers need to know.

The contestants have to answer all questions within a set time-frame. They also have to write an essay on wine and wine services, then go through an interview. The 20 highest scorers will be invited to sit for the final exam.

The final round of the exam will test general wine knowledge, wine decanting, champagne opening, blind tasting, food and wine pairing, wine and other beverage services, and there will be an interview by international judges.

The examination will take about 5 hours and will be monitored by Thai and foreign judges who are professional sommeliers with vast experience of the hotel and restaurant industries. The highest scorer from 20 finalists will be announced as the winner, and the following two will take runners-up titles.

In the evening after the exam (same day), Wine Today will host a cocktail reception and grand wine tasting. 1,200 tickets are being put on sale for Wine Today members and wine professionals to attend this event.

At the cocktail reception and grand wine tasting, wine distributors and producers (see list of supporters) will each bring six quality wines (labels) for a free tasting. Guests can order wines from distributors for their private consumption at the event for a very special price.

Other activities will include a wine auction, answering wine questions to win prizes and of course the announcement of the winner and two runners-up of "Thailand Sommelier of the Year 2009".

At a later date, the winner will continue his/her wine education with a trip to France, while the two runners-up will go to Germany - all arranged and organised by Wine Today magazine.

When they return, successful contestants should be equipped with enough knowledge to help promote Thailand's wine services and the wine trade, as well as qualifying as wine writers for Wine Today magazine.

Thailand Sommelier of the Year is the nation's most prestigious annual wine event. It aims to promote Thais as wine specialists, to raise the standard of wine trading, and to bring high-profiles wine lovers and wine professionals together for a social gathering.