

Press Release

Have your say at the Errazuriz Wine Photographer of the Year

Now in its fourth year, the Errazuriz Wine Photographer of the Year, a category of the prestigious international Pink Lady® Food Photographer of the Year awards, is asking people from all around the world to get involved with the introduction of the **People's Choice** category.

The competition, which seeks the very best of wine-related images from around the world, is introducing the new online vote for the first time in 2016. Wine and photography lovers around the world will have the chance to vote for their favourite image online, when the Errazuriz Wine Photographer of the Year shortlist is published in April 2016.

Finalist images from Errazuriz Wine Photographer of the Year are exhibited at Viña Errazuriz, Chile, in a gallery specially dedicated to the competition. Here they can be seen by over 3000 visitors who visit the winery each year.

The People's Choice category joins the three existing sub-categories – Product, People and Places. “We want to see really imaginative shots,” says Sophie Wren, Brand Manager for Errazuriz. “Product is for the wine itself, even just a glass of wine. People, is for the charismatic and engaging craftsmen and women who make the wines, from the grandest estate owners to someone with a couple of acres of vines. While Place is for any striking wine land vista. The People's Choice winner could come from any one of these categories.”

The judging panel for the Errazuriz categories include, Eduardo Chadwick, President and owner of Viña Errazuriz, Abby Hocking, Online Photo Editor of Food & Wine, Time Inc, Sarah Kemp, Publishing Director of international Decanter Magazine, Joanna Simon, award-winning Wine & Food Editor, House & Garden and Yasia Williams, Creative Director of Mitchell Beazley, leading publisher of wine books.

Pink Lady® Food Photographer of the Year, the world's leading awards recognising the art and diversity of food photography, is open to all, professional and amateur, old and young. Entries may be submitted until **7 February 2016**. The Winners' exhibition is held in April at the world-renowned Mall Galleries, London.

<https://www.pinkladyfoodphotographeroftheyear.com>

For further information, images and interview requests, please contact: Sue Richmond,
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Editors' Notes:

- Pink Lady® Food Photographer of the Year closes to entries on **Sunday 7 February 2016**
 - Shortlisted entries will be announced **Thursday 7 April 2016**
 - Winners will be announced at the Mall Galleries, London on **Tuesday 26 April 2016**
 - **Headline sponsor Pink Lady®** apples take 200 days of tender loving care to produce. From ‘pip to perfection’, only the very best pass the rigorous inspection tests to receive the Pink Lady® classification. This time on the tree helps Pink Lady® apples to develop their unique personality, distinctive blush, sweet flavour and crisp texture. Pink Lady® apples are also packed with goodness – they are a natural source of energy and a single apple supplies a quarter of your day's vitamin C. For more information visit www.pinkladyapples.co.uk
 - **Champagne Taittinger** is delighted to be the celebratory toast for Pink Lady® Food Photographer of the Year 2016 and also sponsor of the **Food for Celebration** category. Taittinger is one of the few major Champagne Houses to be owned and actively managed by the family named on the label.
 - **Errazuriz Wine Photographer of the Year** is sponsored by Errazuriz, the premier family wine estate of Chile. Don Maximiano Errázuriz founded Viña Errázuriz in 1870 in the Valle de Aconcagua, 100km north of Santiago. www.errazuriz.com
 - **Marks & Spencer Food Portraiture** is sponsored by Marks & Spencer, renowned for their brilliant use of sumptuous food imagery, which makes them the perfect partner for this category www.marksandspencer.com
- Marks & Spencer Food Adventures** is sponsored by Marks & Spencer, the category seeks the most flamboyant images of food and eating across the Americas – from richly-coloured street eats with live music to traditional family gatherings www.marksandspencer.com
- **One Vision Imaging Limited**, the exclusive photographic printers to the London 2012 Olympics and Rio 2016 www.onevisionimaging.com sponsor all print and framing for the Awards
 - **Partridges** are the sponsor of the **Food for Sale** category. Partridges have a long-standing association with Chelsea and are proud to be holders of the Royal Warrant, By Royal Appointment Grocers to H.M. the Queen - www.partridges.co.uk
 - **Production Paradise**, the world’s largest online photographers’ directory www.productionparadise.com, are sponsors of the **Food off the Press** category for previously published work.
 - **unearthed® Food in Film** category is sponsored by unearthed®, the food brand for people who love to discover, known for bringing great regional specialities from across Europe to the shelves at accessible prices. www.discoverunearthed.com

Supporters for 2016 are:

- **Zenfolio** - provides everything you need for your online photography business. Every account comes with a fully customisable portfolio website, marketing tools, and integrated e-commerce. www.zenfolio.com
- The chosen partner charity is **Action Against Hunger UK**, a humanitarian organisation committed to saving the lives of malnourished children
- Pink Lady® Food Photographer of the Year is owned by **The Food Awards Company**