

# IWSC AWARDS PROMO PACK 2024

# WHY CHOOSE THE IWSC?

## The IWSC is more than a competition.

It is a global drinks community, focused on people and expertise. Our mission is to champion the best brands from around the world by taking a personal approach to our partners' needs.

We offer comprehensive business support via our network of world-class experts and aim to bring this global community together to share insights and help each other grow.

### **IWSC Social Media**

Year-round social media campaigns across our trade platform - IWSC and our consumer platform - Club Oenologique.

**Reach: 67,000+**

### **IWSC Weekly Features**

Weekly IWSC features and recommendations on Club Oenologique & IWSC websites.

**Page views: 3.5+ million**

### **Club Oenologique**

Club Oenologique is our consumer magazine and website, for wine and spirits lovers. Renowned for inspiring stories and trusted expertise, we connect people to the joys of the world, through the lens of wine, spirits and other interesting drinks.

### **Dedicated Team**

The IWSC boasts an expert in-house team, with strong connections within the global industry and decades of experience across media, marketing, PR, distribution, buying and retail.

### **Podcast**

IWSC winners are showcased weekly on "The Drinking Hour" series, broadcast on a global consumer radio station, Food FM.

**Total downloads: 25,500+**

### **IWSC Newsletter**

IWSC fortnightly e-newsletters promoting winners and award highlights to a global audience.

**Subscribers: 16,000+**

### **Events**

IWSC showcase winning drinks at international trade fairs, category tastings and our annual Awards Celebration.

### **Global brand ambassadors**

Global reach via our ambassadors based across the world, including South America, Hong Kong and China. As well as our Global Judging, where our judges become ambassadors for specific categories.



## OUR JUDGING EXPERTS

Leading our panel of judging experts is our Judging Committee. The committee members ensure all judging is impartial, rigorous and adheres to the IWSC's consistent standards.

Our committee guarantees a benchmark standard is maintained across the whole competition.



**“For brands, entering the IWSC is tremendously valuable. The IWSC judges are truly the best and most knowledgeable people in their industries. The cross-section of skillsets here is extremely broad, everything from on-trade, retail, bartenders, bloggers. It’s an opportunity for brands to get in front of the most influential tastemakers in the business.”**

*Shannon Tebay*

# SELECTION OF KEY IWSC JUDGES

**Recruited for their unrivalled expertise, the IWSC judges are at the heart of our awards**

**Claire Warner**, Board Member for Tales of the Cocktail Foundation



**Shannon Tebay**, Beverage Director for Outernet Venues



**Laura Willoughby MBE**, Co-founder of Club Soda



**Fabio Spinetti**, Director of Bars at Rocco Forte Hotels



**Erika Blazeviciute Doyle**, Director of Drink Dry



# MORE THAN A COMPETITION

What makes the IWSC different:



## Gate keepers

Our expert panel of judges is restricted to **the world's most eminent buyers and key decision makers.**



## Impartial

We are the only competition to **limit the number of samples to a maximum of 55** tasted during each judging day. Ensuring every entry is afforded the time for a **fair and accurate judgement.** You can trust that a medal at the IWSC really is a **stamp of approval.**



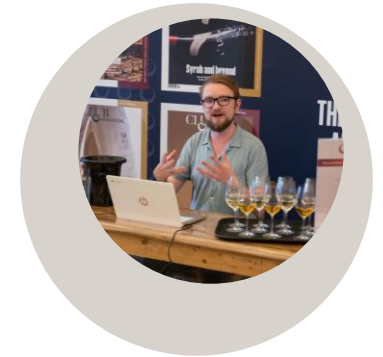
## Group discussion

**Every single drink is put under the microscope.** Group discussion is part of our judging process. Ensuring each entry is rigorously and fairly assessed by our experts.



## Transparency

All entries are tasted blind, however, post-results, **our judges receive full details** of the drinks they judged. We are one of the only competitions to **reveal the names of the judges** that have judged your drinks, connecting you to the key decision makers.



## Constructive feedback

The IWSC is the only industry award body to **share constructive feedback** on non-winning entrants. We know how valuable this is to producers.

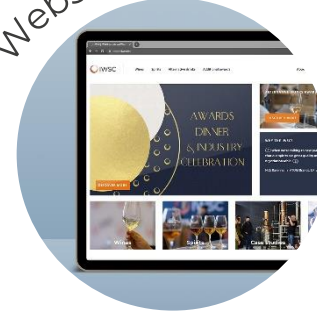
# PROMOTING YOUR RESULTS

How does the IWSC promote your awards and increase your brand awareness?

Club Oenologique



Website



Social media & influencer campaign



Global trade fairs



Trade tastings & events



PR



# ENTRY CATEGORIES

Recent years have seen the IWSC diversify from an awards body focused solely on wine and spirits, to one encompassing the increasing variety of drinks available to consumers.

Discover more about our 2024 award categories below:

- [Low/no alcohol drinks](#)
- [Lighter alcohol drinks](#)
- [Ready-to-Drink \(RTD\) & pre-mixed drinks](#)
- [Wine-based flavoured drinks](#)
- [Cider](#)
- [Vermouth](#)





**“There has been real progress made in the low alcohol space over the past couple of years. It is very clear that producers are putting some serious time, effort, and innovation into increasing quality.”**

*David T Smith, IWSC Judging Committee Member*

## LOW/NO ALCOHOL DRINKS AWARDS

The IWSC’s Low & No Awards is its **biggest recent success story** with entries growing year on year since the Awards establishment in 2019.

Reflecting the industry category and award entry growth, in 2023 the IWSC created two low/no producer trophies. Recognising medal performance and brand commitment to the industry, by awarding a [Low/No Wine Producer Trophy](#) and a [Low/No Spirits Producer Trophy](#), sponsored by BevZero.

Keeping our community up-to-date with the latest happenings in the low/no category is key. We took a deep dive into the current market in the [IWSC’s Low/No Insight Report](#).

### **Our 2024 categories include:**

- Dealcoholised Wine
- Shrub & Drinking Vinegar
- Wine Alternatives
- Spirit Alternatives
- Low/no beer
- Low/no cider
- Aperitif/Vermouth
- Liqueurs
- New Blends Spirit
- Kombucha
- Other Ferments
- Ready-to-Drink
- Adult Sodas
- Switchel
- Syrups
- Cordials
- Other Blends
- Concentrated Spirits
- Functional & Wellness Drinks



# OUR OTHER AWARDS

**The IWSC is more than a competition. It is a global wine and spirits community, focused on people and expertise.**

## Producer Trophies

Following the announcement of the IWSC's results, the brands who perform best are put forward for our prestigious Producer Trophies.



### Trophy categories:

- Low/no wine producer
- Low/no spirits producer
- RTD producer
- Mixer producer

[DISCOVER MORE](#)

## Design Awards

Our Design Awards reward innovation, creativity and brand personality in bottle artwork, design and packaging.



### Award categories:

- Limited edition
- Gift pack
- Traditional design
- Contemporary design
- Redesign/rebrand
- Eco-friendly packaging
- *NEW to 2024 - luxury packaging*

[DISCOVER MORE](#)

## Mixer Awards

Our Mixer add-on Awards, in partnership with Franklin & Sons, is a chance for low/no spirits to be tasted how they are intended for the consumer.



### Mixer categories:

- Low/no gin & tonic
- Low/no vodka & tonic
- Low/no agave & tonic
- Low/no whisky highball
- Low/no rum & tonic
- Low/no Paloma – agave spirit & grapefruit soda
- Low/no rum & cola
- Low/no whisky & ginger ale

[DISCOVER MORE](#)

# SHIPPING



The cheapest, safest and easiest way to get your entries to us is via consolidated shipping with Hellmann Worldwide Logistics



Simply send your entries to your local participating depot, and Hellmann will do the rest, making sure your samples reach us safely and in time for judging.



The consolidated shipping fee includes all duties, taxes and customs clearance, so you won't need to worry about a thing.



Discover further information on consolidated shipping or how you can ship your entries directly on the [shipping page on our website](#).



## ENTER AND PAY ONLINE

£170 Per entry + VAT

Reduced to £160 per entry for a minimum of 4 entries



25  
October  
2023

22 March  
2024

28 March  
2024

23 – 24  
May  
2024

29 May  
2024

Entries  
open

Entry  
deadline

Delivery  
deadline

Judging  
period

Results  
announced



# CONTACT US

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## Website

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## Social Media

[@theIWSC](https://www.instagram.com/theIWSC)