

# IWSC SPIRITS AWARDS PROMO PACK 2024

# WHY CHOOSE THE IWSC?

## The IWSC is more than a competition.

It is a global wine and spirits community, focused on people and expertise. Our mission is to champion the best spirits 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 wines and spirits 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, achieving a medal at the IWSC is a true benchmark of quality at international level. You get compared to best spirits from a global set of entries, by an elite set of judges focused on objective scoring and feedback-driven discussion.”**

*Olivier Ward*

**“The IWSC is always a highlight in my calendar. Not only for the quality of the judges that come from around the world to take part but the quality and variety of entrants that as judges we get to see. It is an awards that never rests on its laurels but always strives to improve and get the best of the best to enter.”**

*Dawn Davies MW*

# 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**, including the [IWSC Spirits Judging Committee](#), major buyers and Master Distillers.



## Impartial

We are the only competition to **limit the number of samples to a maximum of 65** tasted during each judging day. Ensuring every spirit 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 spirit is put under the microscope.** Group discussion is part of our judging process. Ensuring each spirit is rigorously and fairly assessed by our experts.



## Transparency

All spirits are tasted blind, however, post-results, **our judges receive full details** of the spirits they judged. We are one of the only competitions to **reveal the names of the judges** that have judged your spirits, 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.

# DON'T JUST TAKE OUR WORD FOR IT

## Testimonials

Success stories  
of previous  
IWSC winners

CLICK HERE



***"We are delighted with the performance of the IWSC medal-winning spirits on our site, all medals in all categories have had a direct positive impact on sales"***

*Emile Ward, Head Buyer - Spirits Kiosk*



***"One of the biggest successes we can point to off the back of our IWSC awards, are the largescale customers we have won as a direct result of the award."***

*John Hall, Founder - Trevethan Distillery*



***"With the experts the IWSC has, producers get excellent feedback. It means that, even if you don't get a medal you get great feedback from people who really know what they're doing."***

*Colin Hamden White, Cask Trade*



***"Some of the most discerning and demanding palates in the spirits industry can be found at the IWSC's judging sessions, so achieving any kind of medal is no mean feat!"***

*Guy Hodcroft, Spirits Buyer - Bordeaux Index*

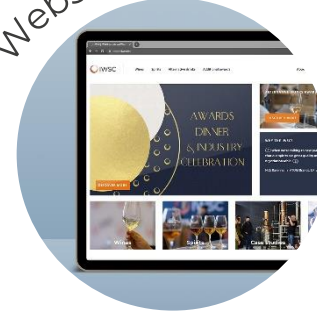
# PROMOTING YOUR RESULTS

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



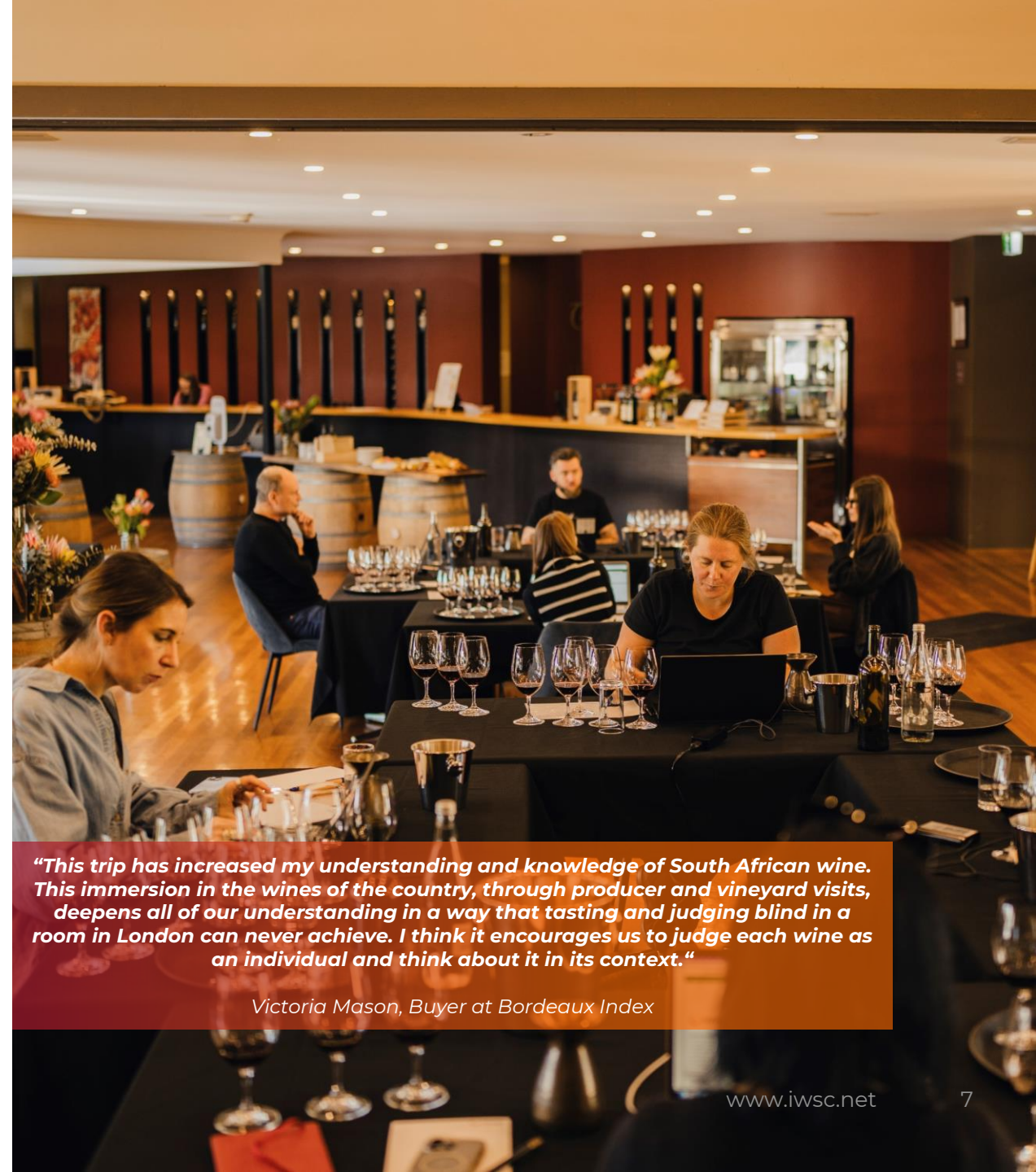
# GLOBAL JUDGING

**Each year, the IWSC conducts some of our judging sessions in situ.**

The IWSC invites established judges in the chosen country, to taste and award spirits submitted from distillers across the country.

It's an opportunity to also create an experience and turn our experts into ambassadors of the chosen spirit category via a series of activities to showcase the drinks scene, the people, places and spirits.

**In 2024, the IWSC will be judging all North American Whiskey and RTDs in Kentucky. Confirmed judges: Nate Gana, Richard Paterson OBE, Dawn Davies MW, Joel Harrison and Shannon Tebay, with more to be confirmed soon...**



*"This trip has increased my understanding and knowledge of South African wine. This immersion in the wines of the country, through producer and vineyard visits, deepens all of our understanding in a way that tasting and judging blind in a room in London can never achieve. I think it encourages us to judge each wine as an individual and think about it in its context."*

*Victoria Mason, Buyer at Bordeaux Index*

# 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 wine, spirits and alternative drink awards, the producers who perform best are put forward for our prestigious Producer Trophies.

[DISCOVER MORE](#)



## Talent awards

We are proud to recognise the contribution of individuals across the industry through our Talent Awards:

- Emerging Talent
- Communicator Awards

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## Sustainability awards

Championing producers using environmentally conscientious practices in their distilleries.

[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 your spirits to be tasted how they are intended for the consumer.

### Mixer categories:

- Gin & tonic
- Vodka & tonic
- Agave & tonic
- Whisky highball – soda
- Rum & tonic
- Paloma – Agave spirit & grapefruit soda
- Rum & cola
- Whisky & ginger ale

[DISCOVER MORE](#)



# SHIPPING



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



Simply send your bottles to your local participating depot, and Hellmann will do the rest, making sure your bottles 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 spirits directly on the [shipping page on our website](#).



*We offer spirits consolidated shipping in the following countries:*

*Australia, Austria, Brazil, Canada, Chile, Croatia, France, Germany, Greece, Hungary, Italy, Japan, Macedonia, New Zealand, Portugal, Romania, Serbia, Slovenia, Spain, Switzerland and USA.*

## ENTER AND PAY ONLINE

£170 Per entry + VAT

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



25  
October  
2023

15 March  
2024

22 March  
2024

13 – 24  
May  
2024

3 June  
2024

Entries  
open

Entry  
deadline

Delivery  
deadline

Judging  
period

Results  
announced



# CONTACT US

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## Website

[www.iwsc.net](http://www.iwsc.net)

## Social Media

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