

IWSC WINE 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 wines 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: 25,000+

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 regional ambassadors.



OUR JUDGING EXPERTS

Leading our panel of [judging experts](#) is our [Wine 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.

"A chance to have your wines appraised by a highly professional handpicked group of judges. You will either come away with a medal or constructive critical feedback, so whether or not that coveted medal makes its way home to you, you will end up with a win-win situation."
Alex Hunt MW

"An IWSC medal can be a huge boost to a producer – buyers look at these competition medals as part of their initial research.
"Also, producers should enter the IWSC for market research purposes as well as a piece of marketing promotion. It's market research as producers can get feedback on their wines, every wine, from a panel of expert tasters."
Sarah Abbott 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 [Wine Judging Committee](#), all are Buyers, Master Sommeliers and Masters of Wine.



Impartial

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



Transparency

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



"The IWSC really helped us convey our message to the trade. People feel more confident to support us."

Joao Belo, International Business Manager at Sogevinus



"I think the feedback for non-winners is interesting and important because it gives us an insight into what the 'analysts' thought of the wines and helps us prepare for the future."

Susana Venda, Parras Wines



"In a competition where the bar is high, the IWSC judging process is fair but demanding, so achieving a medal is meaningful."

Rebecca Palmer, Corney & Barrow - Wine Buyer



"The IWSC is the most relevant wine award in the world. This is the only one we take part in, to measure ourselves against our peers in the industry and raise the visibility of our company."

Abrie Beeslaar, Winemaker at Kanonkop Wine Estate



"It is quite difficult to get wine buying decision-makers and wine experts to South Africa and the IWSC judging was a rare opportunity to meet and host people that have the ability to actually place large orders, create new wine listings and offer exclusive media exposure."

Laura Sullivan, Vergelegen Wine Estate

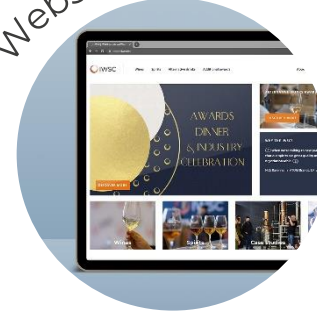
PROMOTING YOUR RESULTS

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

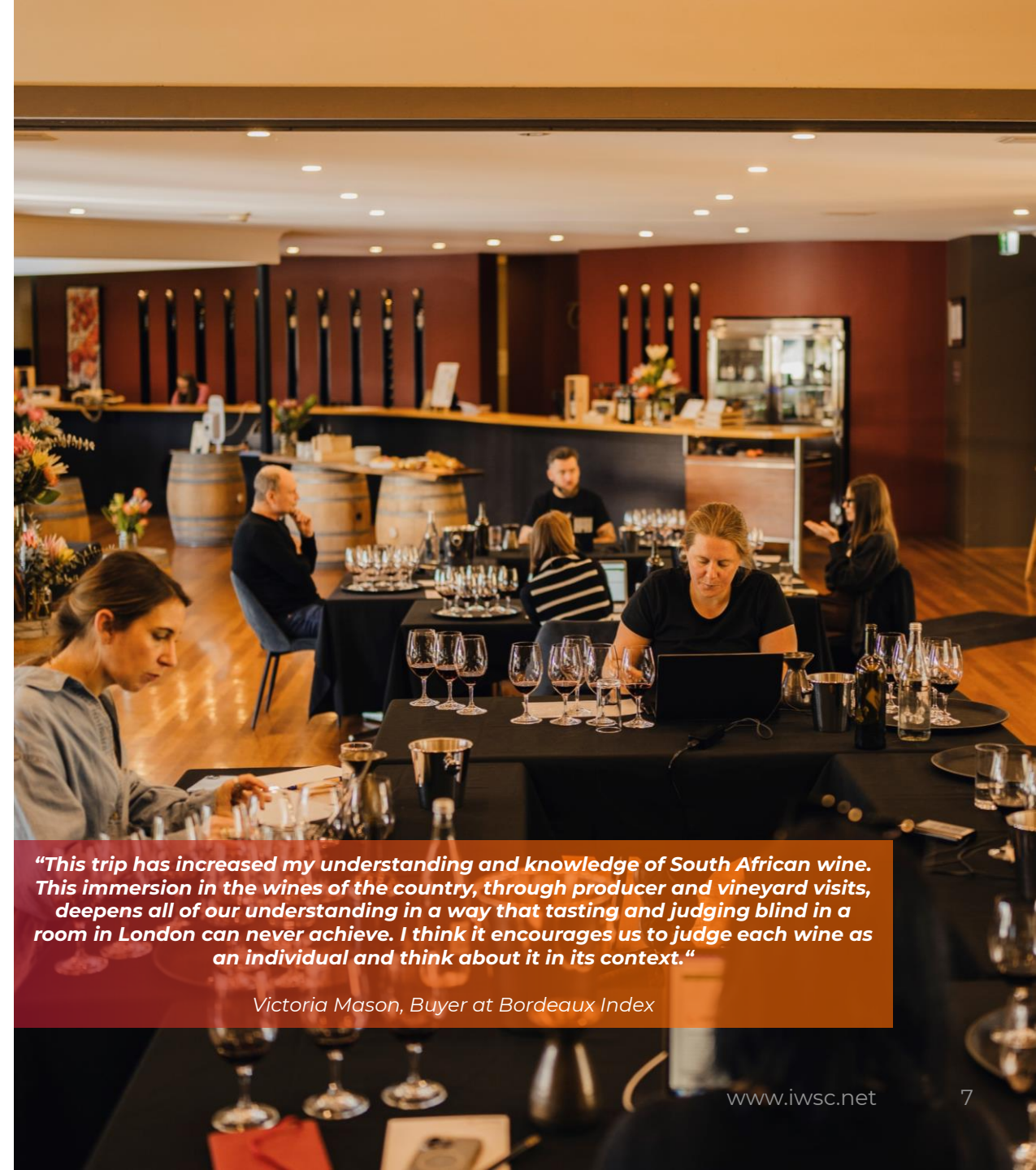


GLOBAL JUDGING

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 wines submitted from wineries across the country.

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



"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

[DISCOVER MORE](#)



Sustainability Awards

Championing producers using environmentally conscientious practices in their vineyards.

[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](#)

SHIPPING



The cheapest, safest and easiest way to get your wines 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 wines 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

8 March
2024

15 March
2024

29 April –
10 May
2024

20 May
2024

Entries
open

Entry
deadline

Delivery
deadline

Judging
period

Results
announced



CONTACT US

Sales

Charlie Higginbottom - charlie.higginbottom@iwsc.net

Peter Everall - peter.everall@iwsc.net

Thomas Goble - thomas.goble@iwsc.net

Marketing

Kristen Dougall - marketing@iwsc.net

General enquiries

Georgina Swallow - info@iwsc.net

Website

www.iwsc.net

Social Media

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