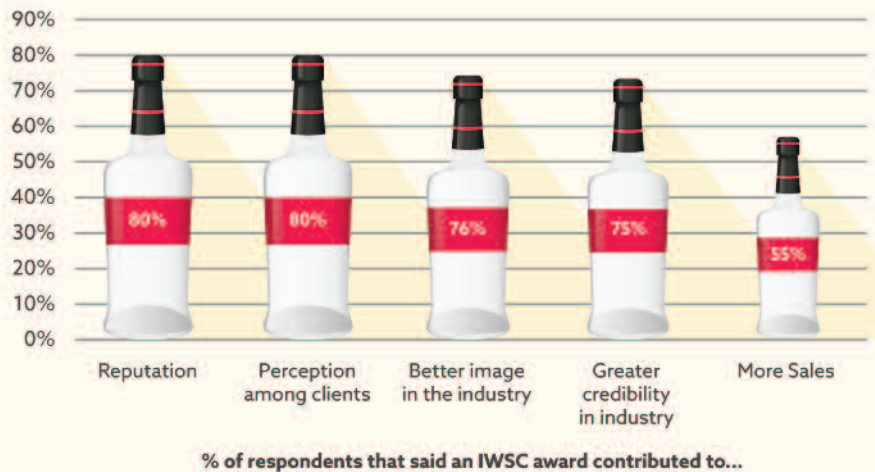


**Kedge Business School Research:  
The impact of an IWSC Award**



**IWSC 2017 Spirit Tasting**

Final entry and delivery deadline for all countries - 26 May 2017

# TASTE TEST

## The International Wine and Spirit Competition is calling for entries to its 2017 Spirits Tasting

**NOW IN** its 49th year, the International Wine & Spirit Competition rewards and promotes the world’s best wines, spirits and liqueurs. As the contest calls for entries to its 2017 spirits tasting, research from the Kedge Business School has uncovered the real value that the IWSC stamp of approval has on your business, and why it remains the one to win in the drinks trade.

The survey saw more than 3,000 wine and spirits producers that had scooped an IWSC prize between 2013 and 2016 being quizzed on the impact of the award on their business. Eighty per cent of respondents stated that an IWSC award contributed to a greater reputation and perception of quality from clients, thanks in part to the reputation of the competition’s two-stage judging process.

These qualities were closely followed a stronger image (76%) and greater credibility (75%) in the industry. More than half said that an IWSC award helped them to achieve stronger sales (55%). This figure jumps to 58% if an IWSC Trophy is awarded. The Kedge study also found that scooping an IWSC Trophy boosted the perception of their products among clients, the brand’s credibility, image, visibility and sales by an average of 9%.

Looking ahead to the Spirit tasting 2017, Chris Blandy, newly appointed president of the IWSC, said: “After the largest ever medal haul last year, the IWSC Spirits Tasting is looking forward to another record-breaking competition in 2017. While emerging categories are driving the growth of the medal table, with world whiskies (+67%), Tequila/mezcal (+67%), Irish whiskey (+55%), rum (+42%) and gin (+31%) proving particularly dynamic, Scotch remains a dominant force, scooping 427 medals in 2016.”

### DOUBLE-BLIND TASTING

The IWSC is set apart from other spirits tasting competitions by a double-blind tasting, which means the judges never see a bottle. “The IWSC is a fantastically well-

**‘After the largest ever medal haul last year, the IWSC Spirits Tasting 2017 is looking forward to another record-breaking competition this year’**

respected authority, using twin pillars of exceptionally well-chosen judges and blind tasting to deliver consistently trusted results to consumers the world over,” said Ben Ellefsen, director of the Blended Whisky Co., on accepting the IWSC Blended Scotch Whisky Trophy for The Golden Age Blend last year.

Reflecting on the value of an IWSC trophy, James Wills, marketing manager at Kilchoman Distillery, and winner of the IWSC Best Single Malt Scotch (No Age Stated) Trophy in 2016, added: “This is a reward for the hard work and dedication of the production team at the distillery.” He added: “The IWSC is the most prestigious award in the industry, and is recognised worldwide by the trade and consumers.”

Truly international in its reach, the IWSC receives entries from more than 80 countries, and is judged by more than 375 industry experts, master distillers, masters of wine, spirit buyers, sommeliers and journalists. Established in 1969, the IWSC was the first competition of its kind, and was set up to seek out, reward and promote the world’s best wines, spirits and liqueurs.

**The IWSC is taking entries for its 2017 Spirit Tasting. Judging will take place in June, with results announced on 26 July. For more information visit [www.iwsc.net](http://www.iwsc.net).**

