



NO, LOW & MID-STRENGTH DRINKS ENTRY GUIDE

COMPETITION. CONNECTION. COMMUNITY



WHO WE ARE

The IWSC is the world's oldest drinks competition, founded in 1969 and often referred to as the "Olympics of the drinks industry."

We are a globally recognised authority in drinks excellence. Each year, we assess more than 12,000 wines, spirits and other drinks from over 90 countries, setting an **international benchmark** for quality and expertise.

Every IWSC entry is assessed by a respected category specialists. This helps ensure impartiality and means that an IWSC medal represents **genuine credibility and trust**.

An IWSC award carries **real commercial weight**. Our winners gain visibility, build consumer confidence and strengthen their position in markets around the world.





JUDGED BY GLOBAL TRADE EXPERTS

We **connect** producers with **key industry decision-makers** whose opinions help shape the market.

IWSC judges are experts in their fields, coming from senior buying, production and communications roles, with **relevant no, low and mid-strength expertise**. Entries are flighted in categories, and each panel chaired by an expert in that field.

WHY CHOOSE US?



ACTIONABLE INSIGHTS

Our **rigorous judging** process, where daily assessments are **limited to 65 samples**, ensures **fair evaluation** and **detailed feedback** for **all entries**. Our transparent approach fosters valuable industry connections.



UNPARALLELED EXPOSURE

Leveraging **over 50 years** of industry connections, we **showcase your brand** to media, trade, and consumers, while connecting you with top suppliers, retailers, and hospitality professionals across the **entire industry ecosystem**.



WHAT WE JUDGE

Our main categories include:



WINE

- White
- Red
- Rosé
- Orange
- Sparkling
- Fortified
- Dessert



SPIRITS

- Gin
- Scotch Whisky
- Worldwide Whiskey
- Rum
- Agave
- Vodka
- Cognac & Armagnac
- Absinthe
- Aquavit
- Distilled Flavoured Spirits/ Fruit/ Seed/ Nut Spirit
- Grain Spirits
- Asian Spirits (including Shochu & Baijiu)
- Grape Brandy
- Bitters & Liqueurs
- Calvados
- Pisco



OTHER ALCOHOLIC DRINKS

- Sake & Rice Wine
- Vermouth
- Wine-based Flavoured drinks
- RTDs & Pre-mixed
- Cider



NO, LOW & MID-STRENGTH DRINKS

- Low Alcohol
- No Alcohol
- Lighter Alcohol
- Mid-Strength Alcohol

Can't find a category for your innovative drink?
Contact info@iwsc.net and we will be happy to help.

NO, LOW & MID-STRENGTH AT THE IWSC

The No, Low & Mid-Strength category is extremely diverse. The following is a breakdown of the sub-categories we accept. All entries are flighted and judges alongside their peers by specialists.



WINE

- *Alcohol free wine (produced without fermentation)*
- Dealcoholised wine
- Wine inspired alternatives



SPIRITS

- Aperitif alternatives
- Concentrated spirit *(requires dilution to be no, low or mid-strength)*
- Liqueurs
- New blends spirit
- Spirit alternatives



FERMENTS

- Beer
- Cider
- Innovative ferments
- Kombucha



FUNCTIONAL*

- Functional aperitif/liqueur
- Functional beer
- Functional ferment
- Functional RTDs
- Functional spirits
- Functional wine alternative



OTHER

- Adult soft drinks
- Botanical sodas
- Cordials & syrups
- Mixers
- Other blends
- *RTD (No/Low Alcohol)*
- Sparkling tea
- Vermouth

* The IWSC defines functional drinks as beverages created to offer wellness or performance benefits beyond basic hydration or enjoyment. These may include ingredients such as adaptogens, nootropics, vitamins, minerals, probiotics, botanicals, or plant extracts. We do not assess or endorse any functional, nutritional, or health-related claims. It is each entrant's responsibility to ensure their product information and marketing comply with all relevant regulations. Please note that an IWSC award or medal recognises excellence in flavour and craftsmanship only, and should not be taken as validation of any functional or health benefit.

IWSC NO, LOW & MID-STRENGTH JUDGES

Our **Judging team**, is composed of world-class industry professionals including Master Sommeliers, Beverage Directors, Top Mixologists, and Senior Buyers. Our judges are key decision-makers who shape the UK and global drinks scene. This is a small selection of the specialists who make up our no, low and mid-strength panels.



Camille Vidal

After a career as a global brand ambassador, Camille founded La Maison Wellness. Today she is a leading voice for mindful drinking.



Laura Willoughby OBE

Founder of Club Soda and one of the most influential people in the no alcohol space receiving global recognition for her work.



Erem Iren

A low and no wine specialist with international experience in production, buying and marketing



Josh Kelly

Josh is an integral part of the Club Soda team. He also works as a hospitality and product development consultant, conducts training and leads events.



Sarah Miller

Sarah is a freelance drinks writer, judge and consultant. She specialises in Low and no, drinks, RTDs, gin and vodka.



Joe Olding

Joe Olding is a drinks buyer at Tesco with responsibility for the Low and No sector.



Freddy Bulmer

Freddy Bulmer is a wine buyer at The Wine Society with an interest in no and low wines.



Noah Villeneuve

Noah is National Portfolio Ambassador at Kore Drinks. He is a low and no expert with a background in hospitality and a widely published writer and presenter.

WHY YOU SHOULD CONSIDER THE IWSC

What key figures from the no, low and mid-strength drinks world say about the IWSC.



"The IWSC judges are the most knowledgeable people in their industries. The cross-section of skillsets here is extremely broad: 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
IWSC Judge



"Medals at the IWSC give consumers confidence as they know that what they are buying has been tasted and assessed by experts. Brands are treated really fairly at the IWSC. It is a scrupulous competition; the experts don't know what brands they are judging, and there is a lot of time for discussion to ensure the correct medal is awarded."

Laura Willoughby MBE
IWSC Judge, Co-founder of
Club Soda



"We have very high standards at the IWSC. The judges are incredible experts in their fields. We want to help the consumer make a choice that is based on a great experience. We see our responsibility as helping to push this category forward and upwards. We want producers to succeed and that's because we want the consumer to appreciate and love this category as much as we do."

Claire Warner
IWSC Judge

HOW WE JUDGE



PRE-TASTING

- Our **expert panel** of judges is **restricted** to the **world's most eminent buyers** and **key decision-makers**.
- No, Low & Mid-Strength judges are selected specifically based their **sector expertise**.
- Expert panels assembled from **over 30 countries**.
- **Balanced representation** across industry sectors.



DURING THE TASTING

- **Double-blind tastings:** samples poured behind screens to ensure complete anonymity.
- No, Low & Mid-Strength entries are served **chilled and with a mixer** if required.
- **Daily limit of 65 samples** to avoid judges' palate fatigue.
- **Panel evaluation** and **group discussions** for each entry.
- **Re-tasting all gold-medal winners** by the Judging Committee



AFTER THE TASTING

- Our **winners** receive **comprehensive tasting notes** and **scores** from our judges.
- We are the **only industry award body** to share **free constructive feedback** with **non-winners**.
- We are **one of the only competitions** to **reveal the names of the judges** who assessed your drinks, **connecting you** to **trade experts**.

COMMUNITY & ADD-ON AWARDS

Celebrating excellence across the drinks industry, championing sustainability and giving back to the community.



PRODUCER TROPHIES

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

[Discover More](#)



COMMUNITY AWARDS

Recognising the contribution of individuals across the industry:

- Emerging Talent
- Communicator Awards
- UK Sommelier Of The Year
- National Drinks Retailer Awards

[Discover More](#)



DESIGN AWARDS

Rewarding innovation, creativity and brand personality in bottle/can design and packaging

[Discover More](#)



MIXER ADD-ON AWARDS

Awarding the best no, low and mid-strength spirits & mixer pairings across several categories.

[Discover More](#)



IWSC WEBSITE

Weekly IWSC features and recommendations on IWSC website.

Global page views: 325K + /month



IWSC NEWSLETTER

Fortnightly IWSC e-newsletters highlight winners and awards.

18K+ global subscribers.



IWSC SOCIAL MEDIA

Year-round social media campaigns on our trade (IWSC) and consumer (Club Oenologique) platforms.

Global reach - 80K+ users/month



IWSC EVENTS

Showcasing award-winning drinks at international trade fairs, trade & press tastings and our annual Awards Celebration.

HOW WE CAN HELP

Are you an IWSC award winner? Be it bronze, silver or gold, here's how our expert in-house team with global industry connections and decades of cross-sector experience can help



CONNECT WITH KEY DECISION-MAKERS

We are the only competition to reveal judges' names for your entries and to share your details with judges post-results, facilitating industry connections.



THE DRINKING HOUR PODCAST

Showcasing IWSC winners on global consumer radio station Food FM's "The Drinking Hour" podcast.

25,500+ total downloads.



CLUB OENOLOGIQUE

Our winners are regularly featured in our consumer magazine, Club Oenologique, published online and in print.

Global page views 1.4+mln.

AMPLIFYING YOUR SUCCESS

Global promotion is at the heart of the IWSC



GLOBAL REACH

- **1.8 BILLION +** media reach
- Featured in Forbes, Vino Joy, UK Nationals
- PR partners in London, Asia and North America



CONSUMER IMPACT

- **144 MILLION +** UK & US consumer reach
- **1 MILLION +** engaged wine lovers via influencers
- Storytelling fronted by IWSC judges and ambassadors



AUTHORITY & CREDIBILITY

Winning at the IWSC positions your brand as part of the **Global Standard** in drinks.

“There are lots of awards around the world, but the oldest and most mature one is IWSC. People look at it as a defined quality path that others just follow. An IWSC medal is like winning an Oscar. It sets you apart from the rest.”

Arthur Nagle, IWSC judge and spirits educator.



AMPLIFYING YOUR SUCCESS

The IWSC amplifies your success through our own platforms: Club Oenologique and IWSC trade marketing campaigns



The IWSC results are promoted extensively through our consumer platform Club Oenologique.

Magazine

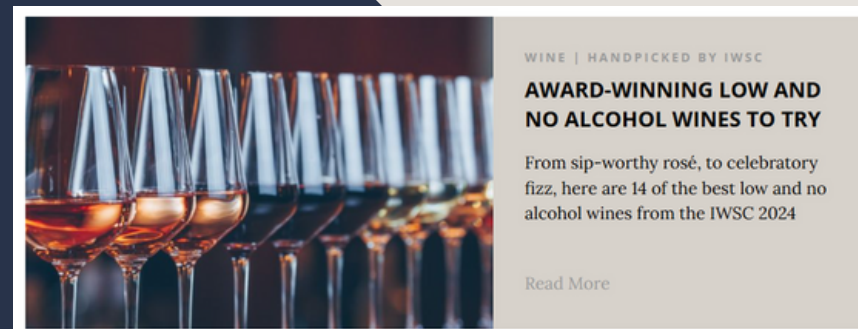
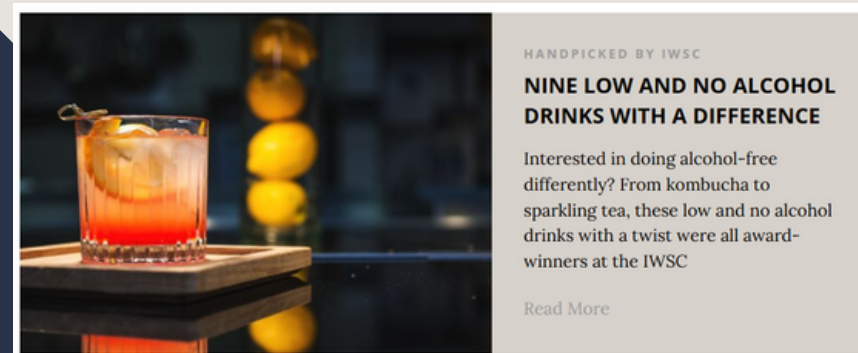
- **15K** circulation per issue

Online

- **80K** website users per month
- **11K** newsletter subscribers
- **200K** average monthly global social reach

Audience

Concentrated in the UK, North America, Europe and Asia, with significant numbers in Australia, New Zealand and South Africa.

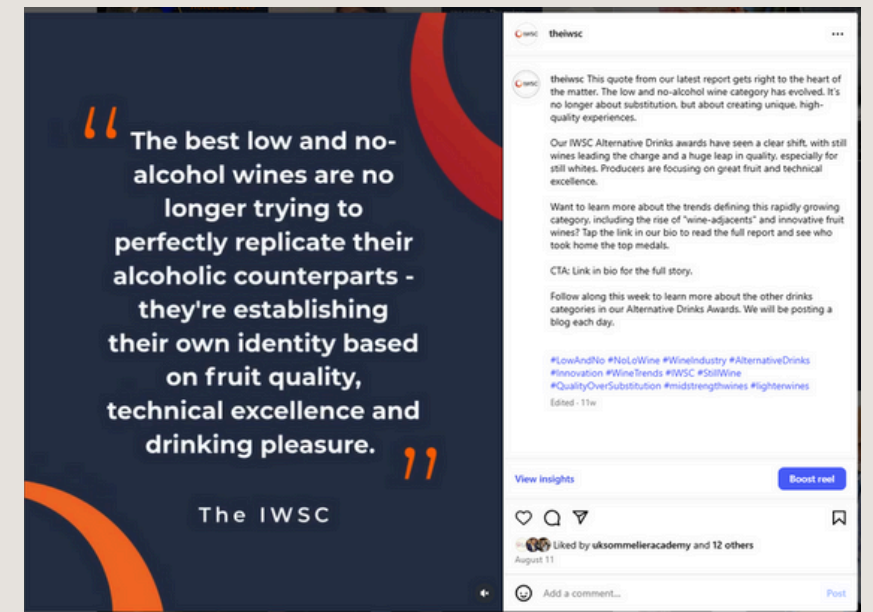
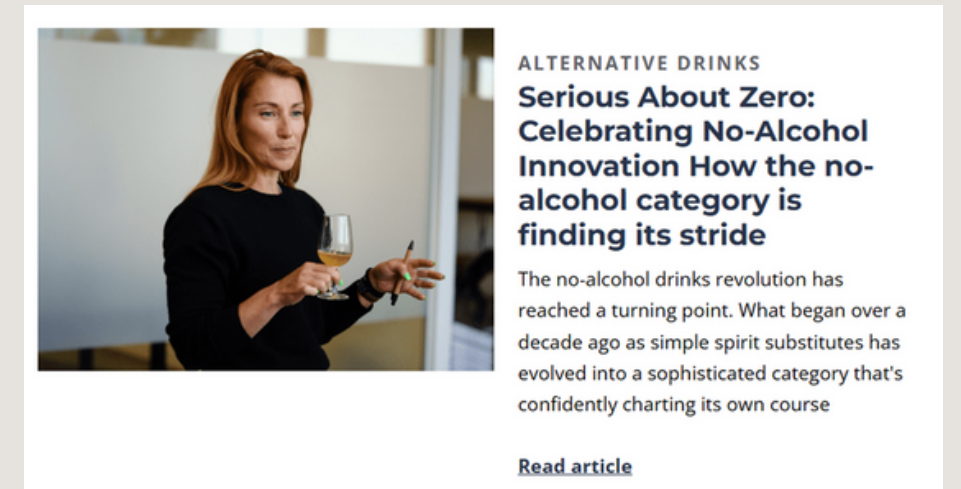


2025 IWSC Results Campaign

Reaching a global B2B audience through a **16-week campaign** celebrating this year's award-winning producers.

- **85K +** Social media reach
- **8.5K+** Unique blog readers

An editorial-style campaign combining results and insights with IWSC judges' feedback and interviews, designed to engage, educate, and inspire the global drinks trade.



WHAT OUR WINNERS SAY



"The IWSC award not only validated our product but also gave us a powerful story to share with our partners and investors. It's a tangible marker of quality that has propelled us forward in a competitive market."

Imme Ermgassen
Co-founder at Botivo (UK)



"We entered the IWSC because of the competition's strong standing within the spirits world, the rigorous judging process and panel, and especially due to the IWSC's attention to the non-alcoholic category. Many competitions have been slow to really embrace NA drinks, often lumping us together with other categories that don't really make any sense. At the IWSC we felt we had a fair place at the table, and were being judged appropriately."

Ian Blessing
Co-Founder & Owner
of All The Bitter (USA)



"There's no other program as respected in the world, with some of the world's most credentialed and respected judges. We're honoured to have won back-to-back Producer Trophies and can't understate the importance to our business of the accolade."

Matt Sanger
Managing Director at
Curatif (Australia)

Read more
winners success
stories [here](#)



HOW TO ENTER

HOW TO ENTER



STEP 1 SELECT

Select your finest drinks and complete the entry form.



STEP 2 SHIP

While you can choose any shipper, our partnership with Hellmann Worldwide Logistics offers the most cost-effective and secure option. Send bottles/cans to a local Hellmann depot for all-inclusive shipping, covering duties, taxes, and customs.



STEP 3 SHOWCASE

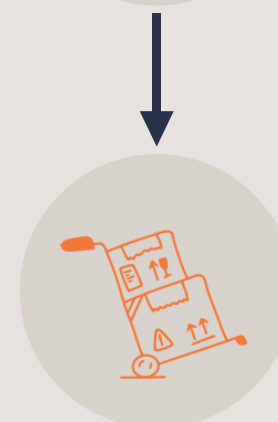
Showcase your results and connect with our industry experts.

HOW TO SHIP



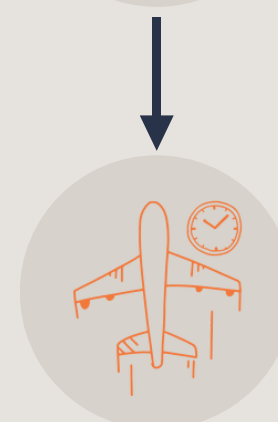
STEP 1

Find your nearest Hellmann depot on [IWSC website](#).



STEP 2

Send your samples to your nearest Hellmann depot.



STEP 3

Hellmann handles customs clearance and sample delivery with an all-inclusive fee.

NO HIDDEN COSTS

Your samples will be delivered safely to us in proud partnership with



To find out how to ship your drinks to us directly, please visit our [website](#).

KEY DATES

ENTER & PAY ONLINE

£162 + VAT per entry (for 4 + entries)

or £174 + VAT per entry

13 November 2025



ENTRIES
OPEN

6 March 2026



CONSOLIDATED
SHIPPING DEADLINE

27 March 2026



ENTRY
DEADLINE

2 April 2026



DIRECT SHIPPING
DEADLINE

May 2025



ALTERNATIVE
DRINKS JUDGING

28 May 2025



RESULTS
ANNOUNCEMENT

[ENTER HERE](#)



Ready to enter? Contact us.

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