



O E N O
L O G I
Q U E .

Spirit entry pack

2021



Who are we?

The IWSC has been **tasting and reviewing** the world's finest wine and spirits for **over 50 years**. In that time, it has earned a **reputation** for innovation and engagement, as well as for unbiased, meticulous and **authoritative judging**.

When the IWSC was established in 1969, under the name **Club Oenologique**, its ambition to bring the **best-in-show** to the attention of **consumers worldwide** made it an industry pioneer.

Why choose the IWSC?

Not only does the IWSC act as a third-party endorsement from the best in the industry, but it also helps consumers to make smarter drinking choices.



IWSC 2021 – The Year of Scotch Whisky

2021 is our Year of Scotch Whisky and the IWSC is celebrating our President Michael Urquhart's tenure by taking all the Scotch Whisky Judging up to Edinburgh.

Not only will this allow for the expertise of our Scotch Whisky panel to come together, but also host a truly unique tasting where all the winning entrants will be available for tasting after the judging has finished. This will be the consumers chance to wander around a free pour tasting of over three hundred different scotch whiskies and meet our experts.

We finish our stay with a dinner in the beautiful city of Edinburgh celebrating the IWSC's ties with the Scotch Whisky industry.

Meet the experts



Michael Urquhart

Position:

IWSC 2021 President

former managing director of family-owned Scotch whisky and premium spirits specialist Gordon & MacPhail, he has been named 2021 president of the IWSC.



Richard Paterson OBE

Position:

Scotch Whisky Expert & Spirits Judging Committee

nicknamed 'The Nose' for his superior tasting abilities, Richard is one of the most respected figures in the Scotch Whisky industry. A famous advocate for Scotch he crosses the globe promoting his love of the drink.



The Biggest Gin Awards in the World

Gin is the fastest growing category in the IWSC, making it the biggest gin awards in the world. Our experts are at the forefront of education and promotion of Gin.

Moreover, for an additional £69 you can enter into **Mixer Awards** tasted with **Double Dutch Indian Tonic**.

Our spirit experts



David T Smith

Position:

**Gin, Vodka & Liqueur Expert,
Spirit Judging Committee**

Writer, author and consultant for many Gin and other flavoured spirits. David is an established spirits judge, sought after for his skills in tasting and flavour appreciation.



Joel Harrison

Position:

**Cognac, Gin & Worldwide Whiskey
Expert, Spirit Judging Committee**

Presenter, writer and drinks personality, Joel is a household name with his many books, TV appearances and articles across a wide variety of spirits including Gins, Whiskies and Brandies.

Our spirit experts



Arthur Nägele

Position:

Fruit Spirits, Bitters, Grain Spirits Expert, Spirit Judging Committee

Respected educator, consultant and trainer, his influence and knowledge of Fruit Spirits and other traditional European spirits is highly sought after.



Eric Zandona

Position:

Agave Expert, Spirit Judging Committee

Eric is an author, drinks educator and consultant, who brings his vast knowledge of Agave spirits to the Spirits Judging Committee.



Ian Burrell

Position:

Rum Expert, Spirit Judging Committee

One of the most travelled and acclaimed figures within the Rum industry, Ian is the IWSC's Global Rum Ambassador.



Marie Cheong-Thong

Position:

Asian Spirit Expert, Spirit Judging Committee

Judge, consultant, educator and writer; Marie is a key figure in Asian spirits. Baijiu and Shochu, among other Asian Spirits, are taking the drinks world by storm and Marie is at the pinnacle of educating and promoting them.



Stephen Beal

Position:

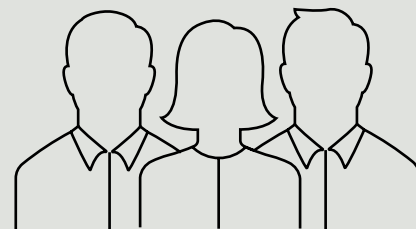
American & Worldwide Whiskey, Spirit Judging Committee

International Judge, journalist, educator and broadcaster; Stephen Beal's influence and knowledge of worldwide whiskey is internationally respected.

What sets the IWSC apart?

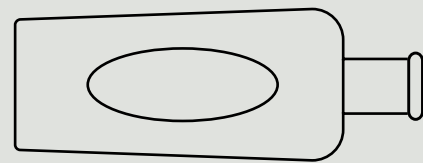
Our experts:

we work with some of the world's most eminent spirit professionals.



Linking gatekeepers and producers:

our experts are provided with full details of all spirits tasted that are relevant to their target market.



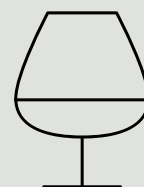
Our heritage:

more than 50 years of experience at tasting and reviewing wines and spirits.



Our tastings:

capped at 65 samples per day, to prevent palate fatigue, all samples are pre-poured and served blind.



How does the IWSC promote your award?

Winning an IWSC award is the ultimate 3rd party endorsement.

And we can help via

- Year-round social media campaigns across our IWSC and Club Oenologique.
- IWSC e-newsletters promoting your win to a global audience.
- Profiles and videos, published on IWSC and Club Oenologique.
- A selection of winners featured in Club Oenologique magazine.
- All awards listed on our website, with features on top spirits and producers.
- Results shared to 3rd party media guaranteeing widespread coverage.
- Winners broadcasted through international press release.

IWSC spirits of the year

98 Bourbon Trophy

UNCLE NEAREST, 1820 SINGLE BARREL WHISKEY, TENNESSEE, USA

Bold, with abundant dark dried fruits on the nose, underpinned by appealing vanilla and sweet nut clusters. Complex and rounded, with luxurious dark chocolate and rich praline. Highlights of red fruit and lifted oak culminate in an alluringly long finish. 58.6%

N/A in UK

99

Worldwide Whiskey Trophy

THE WESTFALIAN, PEATED 6-YEAR-OLD SINGLE MALT WHISKY, GERMANY

Incredible aromas of toasty malted milk and vanilla flowers. There is outstanding depth to the palate: warm flapjacks and sweet honeycomb, balanced by aged leather and dried tea leaves – and a building crescendo of intense, savoury peat smoke.

N/A in UK



The Single Malt Scotch Whisky 26 Years and Over Trophy

GLENFIDDICH, 40-YEAR-OLD SINGLE MALT SCOTCH WHISKY, SPEYSIDE, SCOTLAND

Distinguished and decadent. Deep, dark wood aromas, with hints of leather and old books. Complex but well-balanced palate of apples and dried pears, with a great sweet/spice balance. 45.4%

£5,000 (70cl) The Whisky Exchange



The Single Malt Scotch Whisky 25 Years and Under Trophy

BUNNAHBHAIN, 25-YEAR-OLD SINGLE MALT SCOTCH, ISLAY, SCOTLAND

Well balanced, with finesse and elegance. Soft vanilla sponge, orange liqueur and grapefruit zest on the nose. The spice and oak are integrated well, with fresh fruit and dried apricot on the palate. 46.3%

£345 (70cl) Master of Malt



How does the IWSC promote your award?

6500 +

subscribers to our IWSC newsletter

1.2 million

website page views a year

15 000

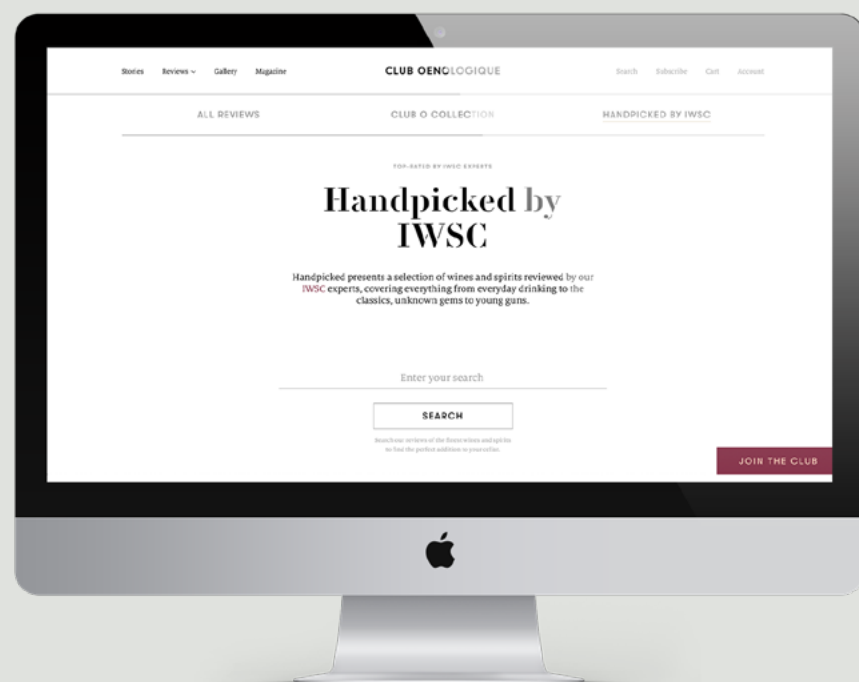
copies of Club Oenologique magazine

40 000 +

social media reach

500

wine and spirit influencers



Key dates

	Entry Deadline	Hellmann Shipping Deadline	Direct Shipping Deadline
Scotch Whisky	10th May	N/A	17th May
Spirits & Mixers	10th May	17th March	17th May
Low & No Alcohol Spirits	1st Sept	1st Sept	8th Sept
Design Awards	1st Sept	1st Sept	8th Sept

Key information

How much does it cost?

Online entry:

£145/entry + VAT*

Offline entry:

£175/entry + VAT*

Design Awards:

£69/entry + VAT*

**if applicable*



How many samples do I need to send?

Spirits: Two samples per entry

We ask for two bottles in case a spirit is faulty or damaged.
If a spirit is put forward for a trophy, we will use one of the extra.
Spare bottles are used for promotional activities.

Where do I need to send my samples?

IWSC CO/WineLogistics Ltd

14 St. Georges Business Park
White Lion Road
Amersham, HP7 9JQ
UK

Shipping Samples

Consolidated shipment is the most cost-effective way to ship your samples to the IWSC. Simply ship your samples to the address listed on our website and Hellmann Worldwide Logistics will deliver the bottles to us.



Shipping options

1. **Consolidated shipping** –
Hellmann Worldwide Logistics.
2. **UK Distributor** –
If you have a UK distributor, you can send us your samples from there
3. **Independent** -
Please note you will be responsible for all costs, taxes and duties

Spirits: **£85/entry**

*If you have questions regarding shipping your spirits, **click here** to find out more about it.*

Connect with us

Sales & Events:

Veronique de Freitas - veronique.defreitas@iwsc.net

Silvia Rizzo - silvia.rizzo@iwsc.net

Dimple Athavia- dimple.athavia@iwsc.net

Pip Mortimer - pip.mortimer@iwsc.net

General enquiries:

Georgina Swallow - georgina.swallow@iwsc.net

Kirsten Ferrone - kirsten.ferrone@iwsc.net

Payment enquiries:

rhiannon.grue@theconversiongrp.com

Or reach us by telephone at +442081546989 or email at info@iwsc.net

Find us

Our websites:

www.iwsc.net

www.cluboenologique.com

Find IWSC on *Instagram, Twitter, Facebook* and *LinkedIn* with **@theiwsc**

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THE CONVERSION GROUP

IWSC is part of the Conversion Group.

The Conversion Group businesses have a significant footprint across the UK, US, Europe and Asia



US

- Atlanta Food & Wine Festival
- Club Oenologique US dinner series
- Cochon 555
- Heritage Fire
- La Paulée & Pressoir Wine
- Whiskies of the World
- Wine Riot
- New York Craft Beer Festival
- Agency 21 Consulting

UK

- Académie du Vin Library
- Club Oenologique
- IWSC
- Fine + Rare Wines
- The Spirit Lounge
- The Whisky Lounge

Asia

- HKIWSC
- Fine + Rare Home

Constantly growing and building, The Conversion Group is a globally recognised organisation operating in the luxury lifestyle and creative space. Our exciting portfolio of brands includes a broad selection of wine and spirits businesses.