

WINE ENTRY PACK 2022



WHY CHOOSE THE IWSC?

Established over 50 years ago, the IWSC:

- Has earned a reputation for unbiased, meticulous and authoritative judging
- Work with some of the world's most eminent wine professionals
- Is still the most innovative awards in the industry, consistently pioneering new categories that are emerging onto the drinks scene
- Is the most commercially-conscious wine competition, able to leverage its international reach on behalf of its winners
- Go the extra mile to promote winning wines to an engaged audience
- Sets the standard and is a benchmark for quality

We help brands:

- Connect with an international audience
- Increase their reach and brand awareness
- Network with the key decision makers
- Gain invaluable feedback from industry experts
- Access a direct route to market

GROW BRAND AWARENESS

How does the IWSC promote your awards and increase your brand awareness?

Via content:

- **Year-round social media campaigns** across trade platform – IWSC, and consumer platform – Club Oenologique - **57,600+ followers**
- **Fortnightly e-newsletters** promoting winners and award highlights to an international audience - **12,500+ subscribers**
- IWSC winners showcased in our **weekly podcast series**, “The Drinking Hour”, broadcast via FoodFM - **3,500+ downloads**
- **Written features** on top wines as well as **producers showcased via video** content on consumer website, Club Oenologique - **87,200+ page views**

Via events:

- **Trade tasting** showcasing IWSC winners to the industry
- **3rd party collaborations with trade events** (regional and category tastings) showcasing winning wines
- Our flagship awards ceremony, including a **Gold Winners Tasting**, bringing together over 250 of the UK’s leading importers, retailers and critics

Via PR:

- Winning wines are included in our dedicated **international PR campaign**, guaranteeing widespread coverage through press releases
- **3rd party media partnerships**, including Forbes, The Buyer, The Guardian
- Year-round **PR campaign in China** including influencer campaigns, City Roadshows and ProWine masterclasses

Forbes **The Guardian**

THE BUYER
CONNECTING THE PREMIUM ON-TRADE



CONNECT WITH BUYERS

The IWSC's judges are decision makers in the industry

Our judging experts:

- Recruited for their unrivalled expertise
- Include buyers (from on- and off-trade), leading sommeliers and importers & distributors, as well as influencers in the drinks trade
- Consist of 20% Masters of Wine, 14% Master Sommeliers, 60% Buyers and 45% Importers/Distributors
- Only taste up to 65 wines per day, ensuring they do not get palate fatigue
- Receive full details of all the wines they have tasted

INCREASE SALES

The IWSC helps wine producers, drinks associations and generic bodies grow

The IWSC will:

- Offer you route to market guidance through commercial strategy opportunities
- Help you access international markets – offering a direct link between decision makers (our judges) and producers
- Help you extend your distribution channels (on-/off-trade) through our B2B campaigns
- Provide expert guidance on value chains, from producer to importer, to retailer, to customer
- Produce an IWSC winners' guide with advice on 360 marketing strategies, to help you make the most of your win

[Discover](#) how winning an IWSC medal helped past winners grow their businesses.



DON'T JUST TAKE OUR WORD FOR IT

Hear from previous IWSC winners and judges...



"Awards really help us convey our message to the trade. People feel more confident to support us."

Joao Belo
International Business Manager at
Sogevinus



"IWSC not only influences our buying decisions, but it makes our decisions easier. If you've ever tried a good wine, of course you're going to try to buy it."

Stefan Neumann MS
Founder & Director of Master Sommelier
Wine Consultant



"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



2022 WINE JUDGING COMMITTEE

The Wine Judging Committee ensures that all judging is impartial, rigorous and adheres to consistent standards. Our committee guarantees a benchmark standard is maintained across the whole competition.



- Alistair Cooper MW
- John Hoskins MW
- Sarah Abbott MW
- Dirceu Vianna Junior MW
- Essi Avellan MW
- Alex Hunt MW



NEW SPECIALISED CATEGORIES



Champagne and Sparkling Wine category judging*

Year-on-year, the number of Champagne and sparkling wines entered into the IWSC increases, reflecting the growing demand amongst consumers. This is why – new to 2022 – we are putting together a specialised panel of sparkling wine experts, headed up by international Champagne and sparkling wine specialist, Essi Avellan MW.

*excluding Prosecco



Rosé Still Wine category judging

Entry growth of rosé into the IWSC see no signs of slowing down. As the once summertime drink transitions into a four-seasons tipple, we have created a new category for 2022, dedicated solely to rosé wines. Our panel of experts will assess worldwide styles of rosés, overseen by Wine Judging Committee member, and rosé expert, Dirceu Vianna Junior MW. Junior has over two decades of experience in judging, buying and involvement in the production of rosé wines. With projects in multiple markets, he has a global overview of this category in terms of production, style diversity, distribution channels and consumer preference.

"Growth in rosé consumption has significantly increased over recent years and it is great to see the IWSC taking this seriously by creating a category solely dedicated to Rosé. I'm excited to oversee the group of great professionals that will be responsible for judging this new and exciting category to the IWSC."
Dirceu Vianna 'Junior' MW

HOW TO ENTER

5 easy steps to success

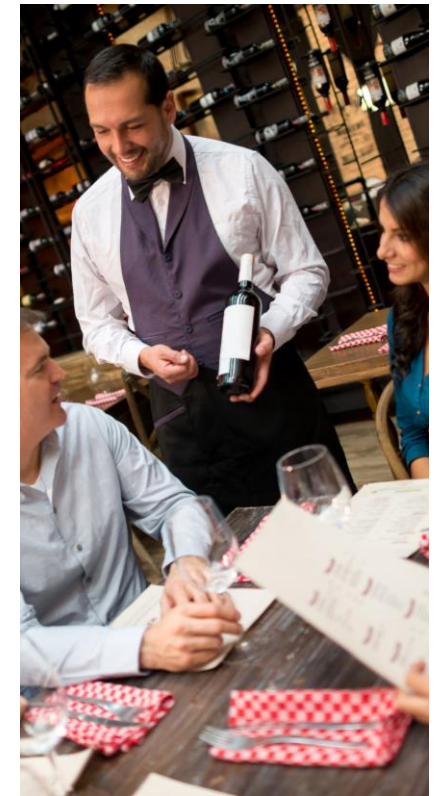
Step 1: enter and ship your wines

Step 2: your wines are judged by our experts

Step 3: judges taste up to 65 wines per day

Step 4: award-winning wines announced

Step 5: connect winners to on-/off-trade



ENTRY FEE

How much does it cost?

Online entry: **£149 per entry + VAT***

Offline entry: £179 per entry + VAT*

Add on:

Design Awards: £75 per entry + VAT*

**if applicable*

How many samples do I need to send?

Four samples per entry

Why we ask for four samples:

1. In case one of your bottles is faulty or damaged
2. If your wine wins a gold medal it will be put forward for our trophy judging
3. Spare bottles are used for promotional activities throughout the year

*if you are entering an add-on award you will need to send an additional bottle per add-on award entered



AWARDS TIMELINE

25 March 2022

Entry deadline

Submit your wines online

02 – 13 May 2022

Wine judging dates

Your wines will be judged by our panel of experts

23 May 2022

Results

Winners will receive embargoed results on 19 May

11 July 2022

Trophy results

Trophy winners will receive embargoed results on 7 July, ahead of public announcement on Mon 11 July

DID YOU KNOW?

We also accept entries in a variety of formats:

- Magnums
- Bag-in-box
- Cans

SHIPPING SAMPLES

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

£55 per entry

Consolidated shipping deadline: 7 March 2022

Direct shipping deadline: 1 April 2022

Find out more information on our [website](https://www.iwsc.net).





CONNECT WITH US

Sales

Veronique de Freitas - veronique.defreitas@iwsc.net



Silvia Rizzo - silvia.rizzo@iwsc.net



Sam Cooklin-Smith - sam.cooklin-smith@iwsc.net



General enquiries

info@iwsc.net

+44(0)2081546989

Website

www.iwsc.net

Social Media

@theIWSC

