

SPIRIT 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 spirit 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 drinks competition, able to leverage its international reach on behalf of its winners
- Go the extra mile to promote winning brands to an engaged audience
- Set 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 spirits as well as **brands 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 spirits
- 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 spirits 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), distillers and importers & distributors , as well as influencers in the drinks trade
- Consist of 60% Buyers and 45% Importers/Distributors
- Only taste up to 65 spirits per day, ensuring they do not get palate fatigue
- Receive full details of all the spirits they have tasted

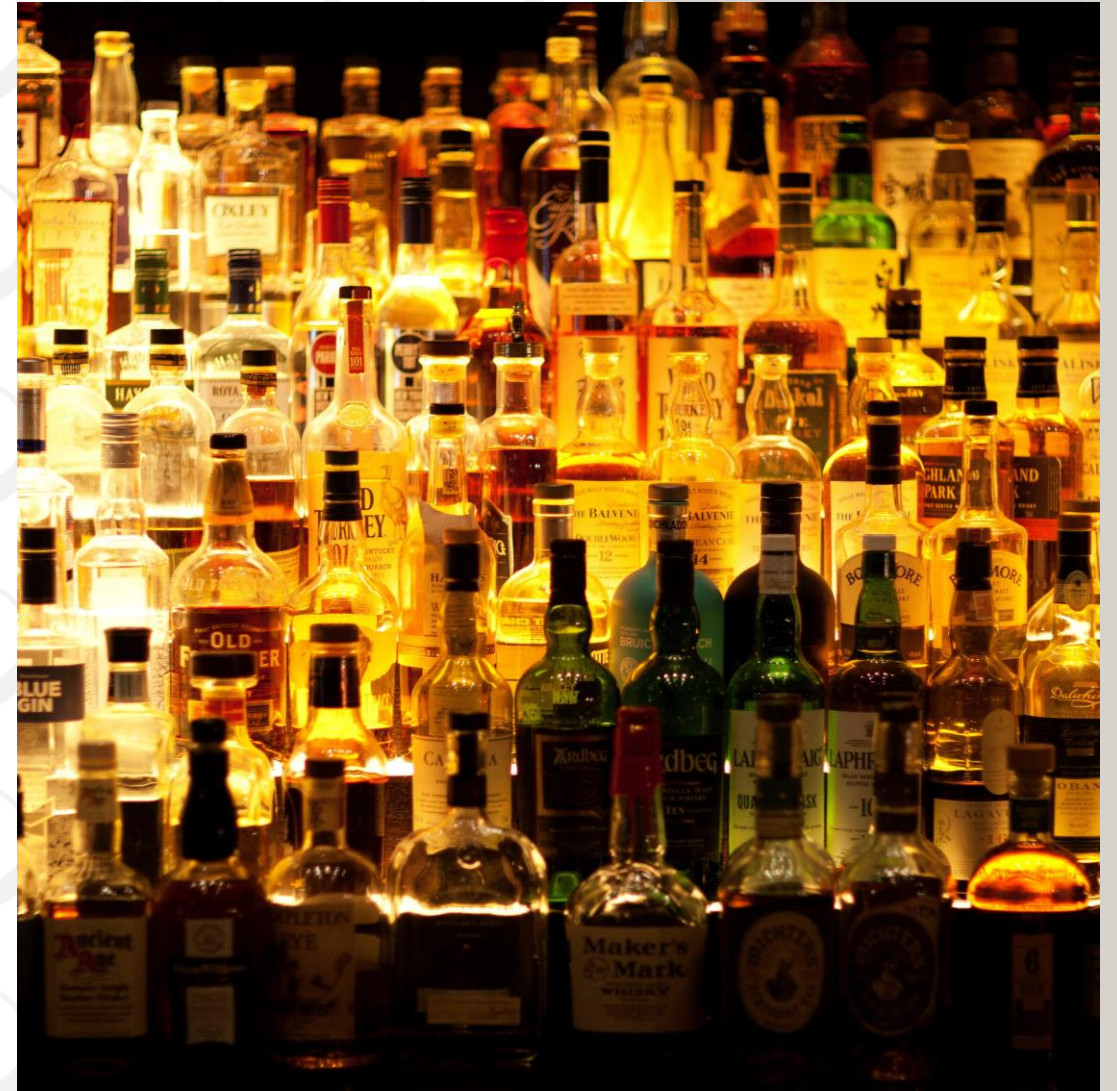
INCREASE SALES

The IWSC helps distillers, brand owners and sales agencies 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 brands
- Help you extend your distribution channels (on-/off-trade) through our partnerships
- Provide expert guidance on value chains, from brands to distributor, to bars, hotels, restaurants and many more
- 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...



"We take great pride in winning IWSC medals, we use it in promotional material and put it on our bottles. It's giving an independent seal of quality to your product."

*Dr Bill Lumsden
Director of Disitilling at Glenmorangie*



"IWSC medals are so important, particularly in crowded categories where consumers don't necessarily know what they're looking for, it sets one brand apart from another."

*Kristiane Sherry
Head of Spirits at Fine & Rare*



"IWSC is the benchmark of quality. When you're talking to new partners, having this award makes a difference at the negotiation table."

*Nick Ravenhall
Managing Director at Atom Brands*



2022 SPIRIT JUDGING COMMITTEE

The Spirit 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.

- Joel Harrison
- David T. Smith
- Dawn Davies MW
- Marie Cheong-Thong
- Olivier Ward
- Deano Moncrieffe
- Ian Burrell

More judges to be announced soon...





AWARD ADD-ONS

Design Awards

On today's crowded shelves – and social media channels – the way a drink looks is just as important as how it tastes. Our judges never see the bottle they're scoring, so instead, packaging takes centre stage in our Design Awards.

New to 2022, we have launched new, innovative categories for brands to showcase their design flare:

- Limited edition
- Contemporary design
- Gift pack
- Redesign/rebrand
- Traditional design
- Eco-friendly packaging

Entry to the Design Awards is an extra £75

Mixers

If you are entering a gin, vodka, tequila or whisky into this year's IWSC, why not enter your spirit into our Mixer Awards? We understand the importance of your drinks being judged as they would be tasted by the consumer, therefore our experts look for the perfect match of spirits to Double Dutch mixers.

- Gin & Tonic
- Vodka & Tonic
- Tequila & Tonic – *new to 2022*
- Whisky Highball (soda) – *new to 2022*

Entry to the Mixers Awards is an extra £75

HOW TO ENTER

5 easy steps to success

Step 1: enter and ship your spirits

Step 2: your spirits are judged by our experts

Step 3: judges taste up to 65 spirits per day

Step 4: award-winning spirits 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***

Mixer Awards: **£75 per entry + VAT***

**if applicable*

How many samples do I need to send?

Two samples per entry*

Why we ask for two samples:

1. In case one of your bottles is faulty or damaged
2. If your spirit 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

24 January 2022

Entry deadline

Submit your spirits online

**28 February –
10 March 2022**

Spirit judging dates

Your spirits will be judged by our panel of experts

16 March 2022

Results

Winners will receive embargoed results on 14 March

23 March 2022

Trophy results

Trophy winners will receive embargoed results on 21 March



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

£87 per entry

Consolidated shipping deadline: 10 January 2022

Direct shipping deadline: 31 January 2022

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





CONNECT WITH US

Sales

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



Silvia Rizzo - silvia.rizzo@iwsc.net



Veronique de Freitas - veronique.defreitas@iwsc.net



General enquiries

info@iwsc.net

+44(0)2081546989

Website

www.iwsc.net

Social Media

@theIWSC

