



YOUR SPIRITS, CENTRE STAGE

**The world's largest and most
influential spirits competition.**

YOUR SPIRITS, CENTRE STAGE

Whether you are looking for

- › Expert, impartial evaluation
- › Benchmarking
- › Generating trade & consumer interest
- › Increasing sales
- › Brand awareness

The IWSC stands apart

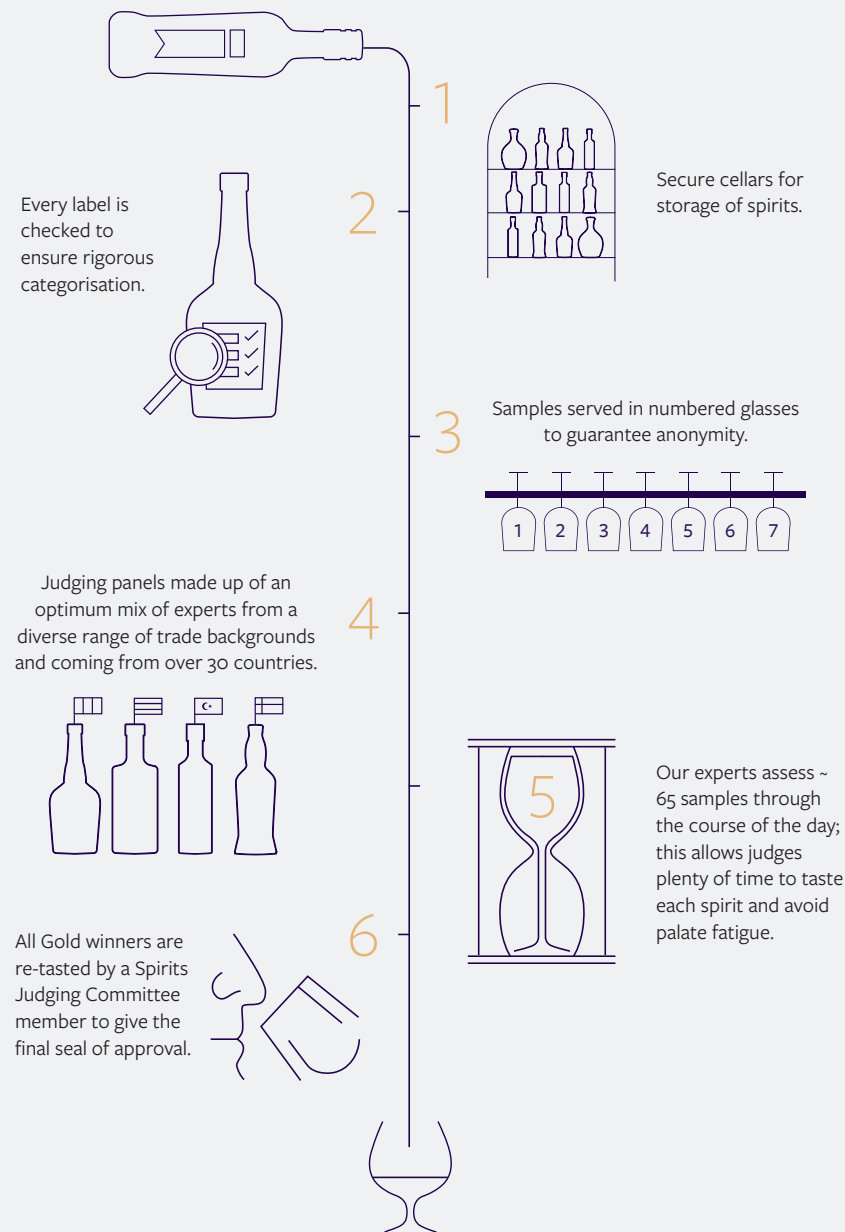
- › Over 50 years of experience
- › World-renowned judges
- › Innovative & market-driven approach
- › Exposure to buyers & influencers
- › Feedback on all entries

We go the extra mile to promote your spirits

- › International trade & consumer shows
- › Targeted marketing toolkit
- › Year-round social media
- › Newsletter to global audience
- › Trade magazine *Hand-Picked*
- › Consumer magazine *Club Oenologique*

JUDGING PROCESS

The IWSC runs a structured and rigorous two-stage judging process, first using the 'double-blind' judging method, meaning samples are tasted in pre-poured numbered glasses so that judges never see a bottle. Each spirit is judged by a whole panel in sync, allowing for group discussions.



OUR PEOPLE

Our independent spirits judging committee ensures the utmost integrity, accuracy and impartiality during the judging process. The committee oversees all panel chairs and judges, and re-tastes every gold medal-winning spirit for final endorsement.



DAWN DAVIES MW

Dawn is head buyer with distribution company Specialty Drinks. She previously worked for nine years as beer, wine and spirit buyer with upmarket UK retailer Selfridges. Dawn is also a rum expert and has served as a rum panel chair in various competitions.



JOEL HARRISON

An award-winning drinks writer and commentator who specialises in fine spirits, Joel is also a Keeper of the Quaich, the highest honour awarded in Scotch whisky. Joel co-wrote the book *The World Atlas of Gin* and has unparalleled gin expertise.



ARTHUR NÄGELE

Arthur works as an independent spirits educator and consultant and is a founding member of the Spirituosenakademie in Switzerland, which provides training for the spirits industries. Arthur is a fruit spirits expert.



RICHARD PATERSON

As master blender at the Whyte & Mackay Group for more than 50 years, Richard is one of the most respected figures in the Scotch whisky industry. He's also known as 'The Nose'.



STEPHEN BEALE

Stephen was the senior brand educator for the whisky portfolio of Diageo North America for more than 15 years. He is currently an international spirits judge, broadcast presenter and spirits journalist.

WHAT OUR JUDGES SAY

IWSC judges are world-renowned experts from across the spirits trade, and across the world. Many judges are also distillers themselves, a unique opportunity for independent peer feedback.



IWSC has a highly international reach. It goes way beyond the UK and clearly has an influence in markets around the world.

Danny Cameron –
Co-founder,
The Dyfi Distillery



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 Nägele –
Spirits Educator



Producers take this very seriously indeed. It's giving an independent seal of quality to your product.

Dr Bill Lumsden –
Director of Distilling,
Glenmorangie



The medals that IWSC award are incredibly helpful for the producer to tell the consumer about the quality of what they're making. It's all about educating the consumer so that when they see a bottle on the shelf, they know they're going to get quality excellence.

Joel Harrison –
Drinks Writer



WHAT OUR WINNERS SAY

The IWSC receives entrants from over 90 countries across the full breadth of spirit categories.



We're absolutely delighted to win this award. It's fantastic for business. We launch new products continuously, and the Irish whiskey category is in its infancy globally. This will feed out what the opportunities are for the category.

Tommy Keane –
Production Director,
Irish Distillers
2019 Worldwide
Whisky Trophy



Winning this award from IWSC is recognition from the industry itself, which for us is very important. IWSC is the pinnacle – it's the top of the industry. We work hard to encourage brands to join our portfolio, so for them to see that we've won this award is very helpful.

David Hood –
General Manager,
Spirit Cartel
2019 Spirits
Distributor Trophy



IWSC is a very important competition to us in terms of showing consumers our quality. It's one of the competitions that we definitely enter on a yearly basis.

Ian Chang –
Master Blender,
Kavalan Distillery
IWSC gold medal



ENTER THE IWSC 2020



KEY 2020 DATES*

Consolidated Shipping Deadline:
25 March

Entry & Payment Deadline:
1 May

Direct Delivery Deadline:
14 May

**Excluding South Africa, which is judged locally in Cape Town. Entry and payment deadline is 2 July, and direct delivery to the Vineyard Hotel is 15 July.*

ENTRY FEES

Online entry fee:

£140/entry + VAT (if applicable)

Offline entry fee:

£160/entry + VAT (if applicable)

Consolidated shipping: £80/entry

Collection at international fairs*:

£60/entry

Please send only 2 samples per entry.

**Save 50% on shipping by dropping your samples at the IWSC stand at Wine Paris or ProWein!*

CONTACT US

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