



WINE ENTRY GUIDE

COMPETITION. CONNECTION. COMMUNITY



WHO WE ARE

The IWSC (International Wine and Spirit Competition) is one of the world's oldest and most respected competitions, often referred to as the "Olympics of the drinks industry".

Since 1969, we have been setting the global benchmark for quality across an extensive range of wine, spirits, and other drink categories. Evaluating over **12,000 entries annually from more than 90 countries**, we connect producers to both trade experts and consumers.





JUDGED BY GLOBAL TRADE EXPERTS

We **connect** producers with **key industry decision-makers** – our judges, offering access to Masters of Wine, Master Sommeliers, Head Buyers, and other experts whose **opinions shape markets.**



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.**



GREATER EXPOSURE WITH MULTIPLE ENTRIES

IWSC OFFERS THE BEST VALUE AND VISABILITY FOR PRODUCERS ENTERING MULTIPLE WINES.

Submitting 3 or more entries turns individual medals into a story of consistent excellence, and gives your brand greater exposure across trade and media.



Get Discovered

Representation Directory

Your brand listed where buyers look for quality producers, shared with buyers, distributors, and published on [iwsc.net](https://www.iwsc.net).



Get Recognised

Producers of the Year Trophies

Top performers shortlisted for Producer Trophies, with winners celebrated at the IWSC Awards Celebration.



Get Ranked

IWSC Top 50

Highlighting the most consistent and high-performing producers across their full range.

The IWSC is more than a medal - we champion our winners across trade and consumer channels, with priority exposure for multi-entry brands.

DISCOUNTED ENTRY FEES

Save £12 per entry when you enter 4 or more wines.

Full Price £174 ex VAT versus discounted price of £162 ex VAT.

That's not all!

Discover more opportunities in our Winners' Pack

[MORE INFO](#)



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
- Fruit wines
- 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.**

IWSC WINE JUDGING COMMITTEE

Our **Wine Judging Committee**, composed of Masters of Wine, leads and oversees the IWSC's judging team. They are some of the most influential and respected professionals in the global wine scene, with in-depth technical and commercial knowledge.



Dirceu Vianna Junior MW)

Leading commercial and technical advisor who held Wine Director roles at leading UK distributors.



Sarah Abbott MW

Founder of Swirl, offering innovative solutions to trade bodies and producers, and co-founder of The Old Vine Conference.



Alistair Cooper MW

Writer & broadcaster who worked in wine buying, management, and consulting. Now consultant buyer for United Cellars (Australia).



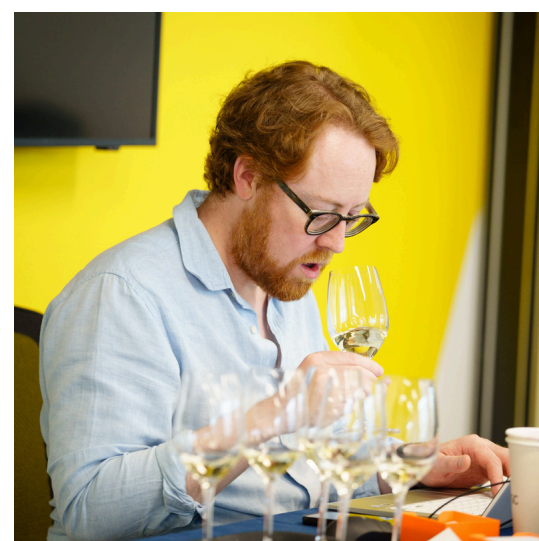
John Hoskins MW

The first restaurant trade MW, he founded an acclaimed wine pub group and now focuses on education.



Essi Avellan MW

Reputed global Champagne and sparkling wine expert, wine judge, writer and event organiser.



Alex Hunt MW

Purchasing Director at UK distributor Berkmann Wine Cellars, respected wine judge and author.



Victoria Mason MW

An experienced wine buyer, formerly at Waitrose and Bordeaux Index, now working with The Wine Society.



Mick O'Connell MW

Mick has worked in wine retail, importing, and auctioneering. He founded Neighbourhood Wine and broadcasts widely.

WHO ARE OUR JUDGES?

The IWSC is set apart from other drinks competitions by the quality and professionalism of our judges. We have a core team of around 100 **judges**, of which **more than 90% are senior buyers**. All IWSC judges are paid for their time.



Clara Rubin
Hawksmoor Restaurants



Colin Thorne
Vagabond Wines



Diana Rollan
D&D London Group



Emma Denny
Claridges



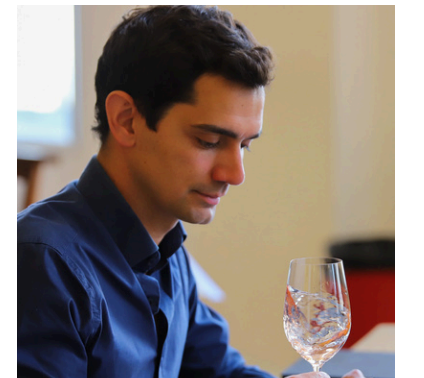
Eric Zweibel MS
Le Bonheur by Matt Abé



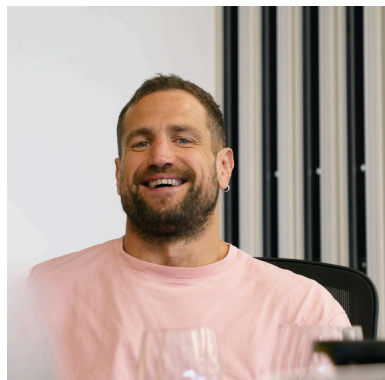
Georgios Iordanidis
Annabel's



Maria Boumpa
Da Terra Restaurant



Mateo Montone MS
Estelle Group/Gleneagles



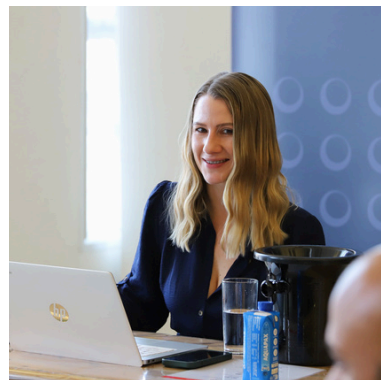
Elliot Awin
ABS Wine Agencies



Fionnuala Synnott
Alliance Wine



Megan Clarke
Ellis of Richmond



Rachael Pogmore
Enotria



Rebecca Palmer
Corney & Barrow



Richard Lewis
Berkmann Wine
Cellars



Will Hill
Novel Wines



Andrew Johnson
Woodwinters



Dror Nativ MW
Marks and Spencer



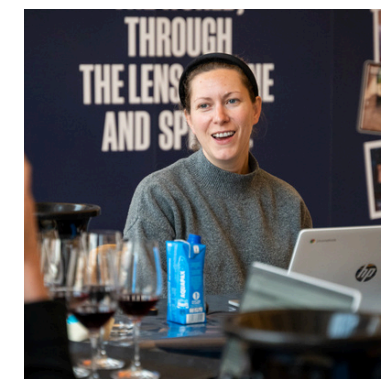
Elizabeth Kelly MW
Tesco



Emma Penman
Waitrose



Freddy Bulmer
The Wine Society



Maggie McPherson
Jeroboams



Salvatore Castano
Friarwood Fine Wines



Sam Glanfield
Sainsbury's



Sarah Knowles MW
The Wine Society

HOW WE JUDGE



PRE-TASTING

- Our **expert panel** of judges is **restricted** to the **world's most eminent buyers** and **key decision-makers**.
- 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.
- **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 Wine 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**.





ANNUAL UK JUDGING

SEND YOUR WINES TO THE IWSC FOR OUR LARGEST JUDGING SESSION IN LONDON

The IWSC annually evaluates over **12,000 entries from more than 90 countries**. Each year, our expert judges convene over one month in London, UK, to assess each drink. Using a rigorous panel process, we ensure fair evaluation, guaranteeing that the first drink receives the same attention as the last.



"At IWSC, the calibre of the judges is exceptional. It's a chance to work with judges from all sectors of the trade who are determined to come here and judge fairly, positively and critically, and come up with the right results."

Alex Hunt MW, IWSC Wine Judging Committee

"An IWSC medal can be a huge boost to a producer - buyers look at these medals as part of their initial research."

Sarah Abbott MW, IWSC Wine Judging Committee

GLOBAL JUDGING

BRINGING THE IWSC TO YOU

In addition to our annual Judging in the UK, we take our experts to wine and spirit regions around the world to judge on site.

- Our judges delve deeply into each country's unique offerings through the winery & distillery visits and workshops, gaining comprehensive knowledge that enables them to represent these countries effectively in the global market.
- Producers gain invaluable opportunities to connect with influential decision-makers in the industry. These interactions pave the way for lasting partnerships and offer insights into the UK market.
- Judges have access to a broader range of wine directly at the source, allowing for a thorough understanding of the country.

We hold Global Judging events worldwide, including Georgia, Austria, China, South Africa, Australia, and Turkey. To find out the Global Judging programme for 2026, click [here](#).

“As a buyer, I’m always on the hunt for something new that offers great quality and value. Judging with the IWSC in Austria offered a great opportunity to taste a whole range of Austrian wine styles, leading to one of the Austrian entrants being listed in Waitrose.”

Emma Penman, IWSC Judge & Wine Buyer at Waitrose



COMMUNITY & ADD-ON AWARDS

Celebrating excellence across the drinks industry 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., including our Old Vine producer trophy.

[Discover More](#)



COMMUNITY AWARDS

Recognising the contribution of individuals and companies across the industry:

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

[Discover More](#)



IWSC TOP 50

The IWSC Top 50 showcases the industry's most distinguished producers, those whose unwavering pursuit of excellence has defined three years of remarkable success.



DESIGN AWARDS

Rewarding innovation, creativity and brand personality in bottle design and packaging.

[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.

18,000 + 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 winning wines and spirits at international trade fairs, trade & press tastings and our annual Awards Celebration.



BRAND PR CONSULTANCY

For brands entering or expanding their UK brand footprint we offer a range of PR support packages in partnership with Major PR

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



REPRESENTATION DIRECTORY

Award-winning wine producers seeking UK distribution are listed in our directory, shared with UK Buyers, Importers, and Sommeliers.



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.



TRADE & CONSUMER TASTING SUPPORT

We support large events with, signage, tasting trails and masterclasses and more, providing an independent quality endorsement to visitors.

AMPLIFYING YOUR SUCCESS

Global promotion is at the heart of the IWSC



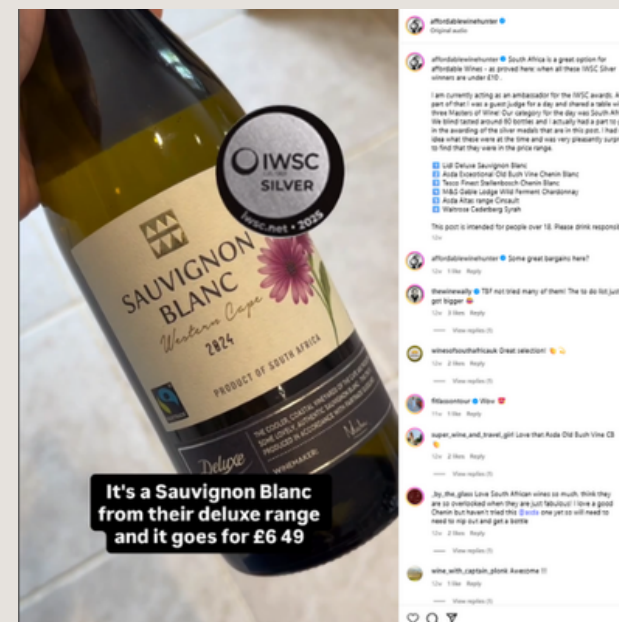
GLOBAL REACH

- **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 wine.

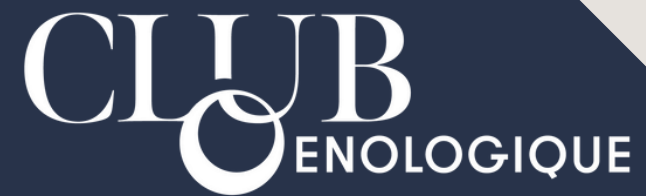
“The IWSC is unique, every wine gets proper attention, discussion, and a fair decision, especially if there’s any score discrepancy. Producers can trust that their wines are being judged by experts who work with that style or region in their day jobs and truly understand it.”

Freddy Bulmer, IWSC judge and wine buyer at The Wine Society.



AMPLIFYING YOUR SUCCESS

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



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

Magazine

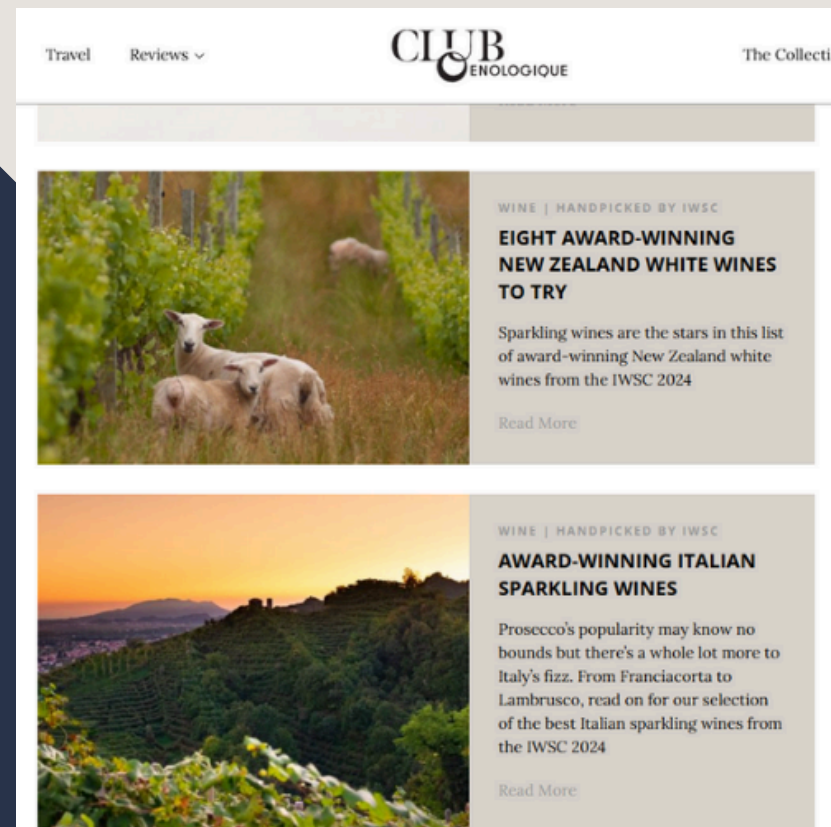
- **15K** circulation per issue

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.

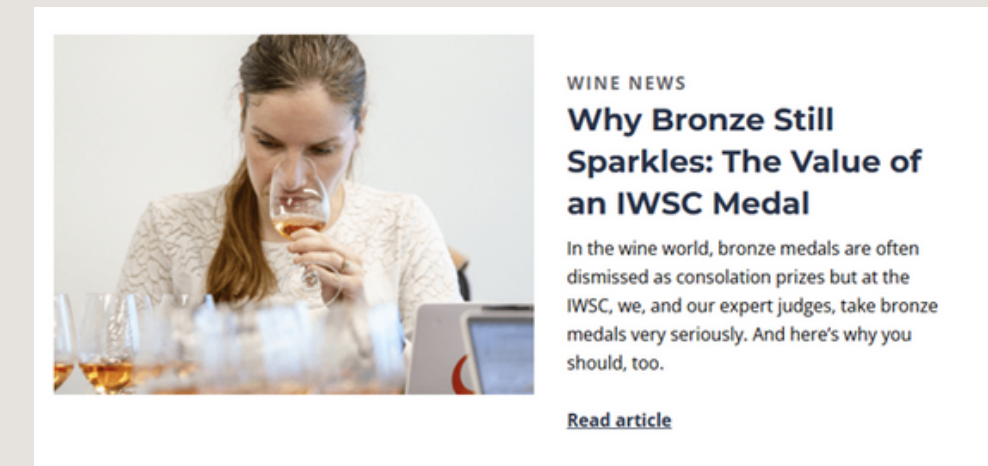


2025 IWSC Results Campaign

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



"We chose the IWSC because they are so highly-regarded in the drinks industry – not just in the UK, but around the world. We could see that doing well – whether it be getting a gold medal or a Trophy – can be very impactful."

Susan-Anne Cosgrove

Vice President of Global
Marketing at Origins
Organic Imports (USA)



"Without the IWSC tasting, we would never have come into contact with Corney & Barrow - and without that, we would never have achieved a listing."

Harald Frank

Owner & Winemaker at
Weingut Frank (Austria)



"The IWSC is a great platform to benchmark your wines against some of the best, and the coverage you can get off the back of it is incredible."

The Winemaking Team

Langham Wine Estate (UK)

**Read more
winners success
stories [here](#)**



HOW TO ENTER

HOW TO ENTER



STEP 1 SELECT

Select your best wines
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 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 you 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 wines will be delivered safely to us in proud partnership with



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

KEY DATES

ENTER & PAY ONLINE

£162 + VAT per entry (4 or more entries)

or £174 + VAT per entry

13 November 2025



ENTRIES
OPEN

6 March 2026



CONSOLIDATED
SHIPPING DEADLINE

13 March 2026



ENTRY
DEADLINE

20 March 2026



DIRECT SHIPPING
DEADLINE

28 April - 8 May
2026



WINE
JUDGING

20 May 2026



RESULTS
ANNOUNCEMENT

[ENTER HERE](#)



Ready to enter? Contact us.

Sales

Peter Everall - peter.everall@iwsc.net

Diego Carrejo - diego.carrejo@iwsc.net

Simone Esposito - simone.esposito@iwsc.net

Janine van Zyl - janine.vanzyl@iwsc.net

Marketing

Rebecca Fraser - marketing@iwsc.net

General enquiries

info@iwsc.net

www.iwsc.net | [@theiwsc](https://www.instagram.com/theiwsc)

