



REWARDING EXCELLENCE SINCE 1969

Who are we?

The International Wine and Spirit Competition (IWSC) was established in 1969 by Anton Massel, a wine chemist. The Club Oenologique, as it was first called, was created to reward excellence in wine production. Massel's competition led the way with its rigorous analysis of both chemical and sensory components of the wines and spirits entered for judging.

Over 50 years working with the wine industry, the IWSC has refined its judging processes to reflect the changing industry landscape. Today, the competition not only recognises excellence in wines, but also individuals, with awards such as Winemaker of the Year, Wine Communicator of the Year and Wine Buying Team of the Year. The IWSC has remained constant: to reward excellence, to recognise quality, and to provide the consumer with authoritative recommendations.

The IWSC is part of The Conversion Group, a global investment company with businesses in Europe, North America and Asia. Staging over 200 events annually, in addition to wines and spirits, our businesses span the culinary, arts and creative industries sectors.



What sets the IWSC apart?

- **Proven track record, and the only wine competition with over 50 years' experience.**
- A dynamic year-round operation, with judging days spread across the year.
- **A custom-built cellar ensures your wines are stored in the absolute optimum conditions before judging.**
- In-house service from taking delivery of wines to judging results, all carried out by our year-round dedicated team.
- **Wines are expertly sorted into their tasting categories by our Tastings Managers, who have over 27 years' experience in the trade, WSET Educator and winemaking credentials.**
- Wines are served in pre-poured, numbered glasses to guarantee anonymity. This avoids the possibility of judges being influenced by the shape or weight of a bottle.
- **Our experts assess around 65 wines through the course of the day. This allows the judges plenty of time to taste each wine and avoid palate fatigue.**
- Each judging panel is made up of an optimum mix of experts from a diverse range of trade backgrounds. Key areas of the industry are represented; on-trade, off-trade, and specialist wine writers and critics. This diversity ensures greater objectivity of the results.
- **Any faulty or out of condition wines undergo official technical analysis by Campden BRI. The results are shared confidentially with the entrants free of charge.**

Who are the IWSC judges?

IWSC panels are made up of key international wine influencers and decision makers, led by a Panel Chair and overseen by a Wine Judging Committee



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Alex Hunt MW (1)

Purchasing Director at Berkmann Wine Cellars and responsible for a portfolio over 1400 wines. Previously a regular columnist for www.jancisrobinson.com, and a contributor to a number of publications.

Dawn Davies MW (2)

An ex-sommelier at top London restaurants followed by a decade as a beer, wine and spirit buyer for the prestigious UK department store, Selfridges. Now a head buyer at Speciality Drinks.

Dirceu Vianna Junior MW (3)

An independent technical advisor, international consultant, author and educator with 30 years' experience and with first-hand experience of Portugal.

John Hoskins MW (4)

On and off-trade wine specialist (owner of Old Bridge Hotel, Restaurant and Wine Shop in Huntingdon, UK) and Chairman of the IMW Examination.

Michelle Cherutti-Kowal MW (5)

A consultant lecturer, writer and presenter, specialising in Italy, France, South Africa and North and South America.

Mick O'Connell MW (6)

Wine buyer at Findlater & Co in Ireland with a keen interest in Italy. In his spare time, a winemaker at a family estate in Sardinia.

Philip Goodband MW (7)

Chairman of the Wine Judging Committee. An active international independent consultant with first-hand experience of North America, France and Italy.

Xavier Rousset MS (8)

An award-winning sommelier and wine expert. A restaurateur and entrepreneur with four London-based restaurants and one private club.

The 4 steps to winning an IWSC medal

We believe that a wine competition is an exercise in sound judgment far more than it is an exercise in mathematics. Panel discussions are encouraged before the medal is awarded

Step 1

Wines are expertly sorted into categories and flights and tasted by variety, type, region and vintage. The wines are flighted on a case-by-case basis, either in a group of similar wines, or as a standalone if there are no similar wines.

Step 2

Wines are judged blind and served in numbered glasses. Panel members taste and score each wine individually. At the end of each flight, the Panel Chairs encourage discussion and confirm the medals awarded, Bronze, Silver and Gold. If a consensus is not reached, the Wine Judging Committee will step in and will make a final judgement.

Step 3

The Gold winning wines are re-tasted by the Wine Judging Committee for their final endorsement. If a medal is contested, the Wine Judging Committee discusses the wine with the relevant Panel chair and judges.

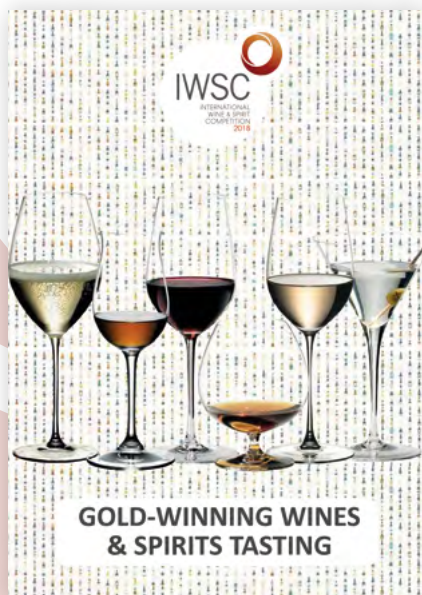
Step 4

When there are numerous outstanding examples in a category, the Gold medals are expertly sorted into categories and flights and then re-tasted by the Wine Judging Committee to compete for the ultimate accolade of Trophy Winner.



How can IWSC help to promote your brand?

IWSC works hard to promote and raise the profile of your winning wines around the world



- Trophy-winning wines are announced at the annual IWSC Banquet. Held at the prestigious Guildhall in London, this event brings together 500 elite industry people.

- Your Gold winning wines tasted by over 500 of the UK's leading importers, retailers and critics.

- Dedicated social media campaigns ensure winners are publicised to our global network of followers all year round.

- Winners featured on our website and promoted via social media.

- A dedicated PR agency to promote winners' successes to the global media and throughout the year.

- A dedicated Chinese media company to promote your winning wines to the domestic market via social media.

- Winners are showcased in the IWSC Winners magazine, distributed to over 10,000 trade subscribers.

- Work with trade bodies to promote competition winners at ProWein, Wine Paris, Vinitaly, LWF, Wines of Chile, Wines of Australia etc.

- Work with partners to promote competition winners to consumers.

- Free marketing tool-kit, to assist in promoting your win (including free low-res medal artwork).

- Official IWSC medal stickers to ensure differentiation on a crowded retail shelf.

- Results will be presented to key buyers with the objective of linking buyer and producer.

- A selection of the winning wines will be showcased in our consumer magazine, Club Oenologique.

- Medal winning wines highlighted on key retailers such as Amazon, Vivino, Indy Market, Wine Searcher, Ocado, Waitrose etc.

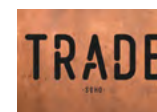


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Interested in boosting your sales around the world?

By joining the IWSC, you will have the opportunity to link up with a far wider network - The Conversion Group - and get involved in our exciting food, wine, and art events across the US and Europe



The Atlanta Food & Wine Festival
Specialists in Southern US cuisine



Sugar Land Wine & Food Affair, Texas
One of the biggest food and wine events



Heritage Fire across the US
50 chefs demonstrating the art of outdoor cooking



Wine Riot across the US
Reinventing wine tasting through its entertaining and interactive wine events



Cochon 555 across the US
Food event focussing on rare breed heritage pigs, quality, provenance and sustainability



The Moniker Art Fair in London and New York
The world's largest Urban and Contemporary art fair

LE BOOK

Le Book Connections across Europe & North America
A real-life networking event attracting world-renowned and emerging creative artists

Other opportunities with IWSC

Join up with the IWSC today, and gain competitive rates to access a number of our subsidiaries:



**CATHAY PACIFIC
HONG KONG INTERNATIONAL
WINE & SPIRIT COMPETITION**

Our sister competition, the Cathay Pacific Hong Kong Wine and Spirit Competition. Now in its 10th year as Asia's premiere wine competition, the HK IWSC is:



- Chaired by Debra Meiburg MW (pictured inset), Asia's first Master of Wine, and Wine Consultant for Cathay Pacific Airways and Cathay Dragon.
- Designed and run by the most influential figures in the Asia and international wine industry.
- Unique Asian food and wine pairing categories.
- Year-round marketing support and promotion of winners to Asian trade & consumers. To find out more, please contact our sales team at sales@iwsc.net

Club Oenologique

To celebrate our 50th year, we have chosen **Club Oenologique**, the original name of the IWSC, as the name for our new wine club and luxury magazine.

Club Oenologique offers access to the inaccessible and difficult-to-find, via tastings, dinners, winery and distillery visits, and its quarterly magazine.



To find out more about advertising opportunities, please contact our sales team at sales@iwsc.net

How to enter the IWSC 2019

Enter and pay online at: www.iwsc.net

Entry Fee:

£139 + VAT (if applicable) for online entry

£150 + VAT (if applicable) for offline entry

£50 for consolidated shipping fee

Key dates:

22 November 2018: IWSC entry opens

Entry Deadlines:

Country	Entry & payment deadline	Delivery deadline for consolidated shipping depots*	Deadline for direct deliveries to the UK warehouse
Europe (excluding France, Italy, Portugal & Spain)	1 March	4 March	14 March
Asia	1 March	8 March	14 March
Eurasia	1 March	4 March	14 March
Middle East	1 March	4 March	14 March
North & Central America	12 March	15 March	27 March
France	25 March	29 March	12 April
Italy	15 April	18 April	3 May
Portugal (still & fortified)	13 May	15 May	24 May
Spain (still and fortified)	15 May	15 May	24 May
Spirits	24 May	N/A	7 June
South Africa**	1 July	N/A	15 July
South America	17 July	26 July	8 August
Australia	2 August	12 August	23 August
New Zealand	23 August	26 August	6 September

Special offer for our 50th anniversary:

Free sample collection at key trade fairs. Go to www.iwsc.net to find out more.

*Consolidated shipment is only available for some countries

**judging takes place in South Africa

Please go to www.iwsc.net/shipping for more details

How to reach the IWSC team

Sales enquiries:

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Email sales@iwsc.net

Customer Services:

Tel +44 1483 548963

Email info@iwsc.net

Payment enquiries:

Reza Ismail

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Email accounts@iwsc.net

Wine delivery enquiries:

Tel +44 1483 548963

Email info@iwsc.net

Result enquiries:

Tel +44 1483 548963

Email info@iwsc.net

Marketing enquiries:

Tel +44 203 176 6462

Email marketing@iwsc.net

More info on how to enter on www.iwsc.net

For full list of terms & conditions, go to www.iwsc.net/terms-and-conditions



**CELEBRATING OUR 50 YEARS WHILE
LOOKING FORWARD TO THE FUTURE**

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