**[Your company logo here]**

**IWSC Press Release Template**

**FOR IMMEDIATE RELEASE:**

**[Date]**

**[Company] wins [Gold outstanding/Gold/Silver/Bronze] for   
[product name] in the IWSC 2020**

**[Company name]** is delighted to announce that it has been awarded a **[Gold/Silver/Bronze]** medal in the IWSC 2020 for **[product name – it may be that you have one more than one medal, of course, so this line should be adapted as you see fit]**. This is an outstanding achievement, as only **[X%]** of **[wine category e.g. gins]** entered were awarded a **[Gold/Silver/Bronze]** medalin the IWSC this year **(please use this line at your discretion – see the stats sheet attached).**

A total of 1,475 medals were awarded to southern hemisphere wines of which 1,018 were Bronze, 421 Silver and 36 the prestigious Gold medals. Scooping a medal is no easy feat. As Wine Judging Committee member Dirceu Vianna Junior MW comments, ‘The standard of judges invited to participate in this competition is very high. Judges are strict but fair and consumers can be certain that stickers on the bottle reflect the ambition, effort and results that each producer has been able to achieve.’

Assessing the wines were IWSC judges, all world-renowned experts from across the wine trade, and across the world. Judging panels are made up of an optimum mix of experts from a diverse range of trade backgrounds, and include Victoria Burt MW, Isa Bal MS, Alistair Cooper MW, Emma Dawson MW and Stefan Neumann MS.

Reflecting on the stand-out countries from this year’s southern hemisphere wine judging, drinks writer and consultant Alistair Cooper MW found that “Australia and New Zealand put in a notably strong and solid performance.” Australia took home a fantastic 445 medals in total with 16 Gold medals and 138 Silver. Regarding South Africa, he found that “there are so many wonderful wines to shout about.” And, with a haul of 357 total medals including 12 Golds and 119 Silvers, South Africans will be very proud of this result. Alistair also gave special mention to Bolivia whose wines improve year-on-year. “Special mention to the two Silver medals awarded to Bolivia too: an expressive Tannat and a Cabernet Sauvignon both from the 2019 vintage.”

Two categories that Alex Smith MW thought really excelled this year were the Australian fortified wines and New Zealand sauvignon blanc from Marlborough. He found the Australian wines delivered amazing “complexity and balance” for a style that’s too often overlooked. The Marlborough sauvignon blancs demonstrated a shift change away from the “pungent, supremely expressive sauvignon blanc typically associated with Marlborough” in favour of “a subtle, poised and perhaps more elegant style”.

Congratulating all the winners again, Cooper signed off by highlighting what these awards are all about: “seeing the medal-winning wines on the shelves, helping to guide consumers towards more fantastic, award-winning wines.”

Read his full report on the 2020 IWSC southern hemisphere [wine results here](https://iwsc.net/news/wine/2020-southern-hemisphere-wine-judging-the-verdict)

**[Then we suggest that here you add the main body text, which can include information about the winning wine(s), what makes them special, maybe a comment from the winemaker about what went into it; a statement of what achieving an IWSC award means to your business and how it will be beneficial to the success of the wine e.g. generating trade and consumer interest, increasing sales, brand awareness, etc.]**

**[Then here you could add a brief history and/or overview of your company]**

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For more information about **[your company]***,* please contact:

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**Notes to editor:**

**[Your company info here]**

**About the IWSC**

* With over 50 years of experience, IWSC, or Club Oenologique as it was called back in 1969, was the first official wine and spirit competition.
* Over the years it has become both the industry model for wine and spirit judging, inspiring companies, organisations, industries and individuals alike.
* IWSC is the go-to platform for having wines or spirits tasted and reviewed by leading decision-makers from both the off and on-trades, as well as by key influencers, providing access to new distribution channels, local or global exposure, product benchmarking, greater brand awareness and expert feedback.
* IWSC recommendations are promoted and circulated around the world to a carefully targeted audience.