

# ALTERNATIVE DRINKS 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 drinks 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 drinks as well as **producers 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 drinks
- 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 drinks 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 Road shows and ProWine masterclasses

**Forbes** **The Guardian**

**THE BUYER**  
CONNECTING THE PREMIUM ON-TRADE



## CONNECT WITH BUYERS

**IWSC 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 60 drinks per day, ensuring they do not get palate fatigue
- Receive full details of all the drinks they have tasted



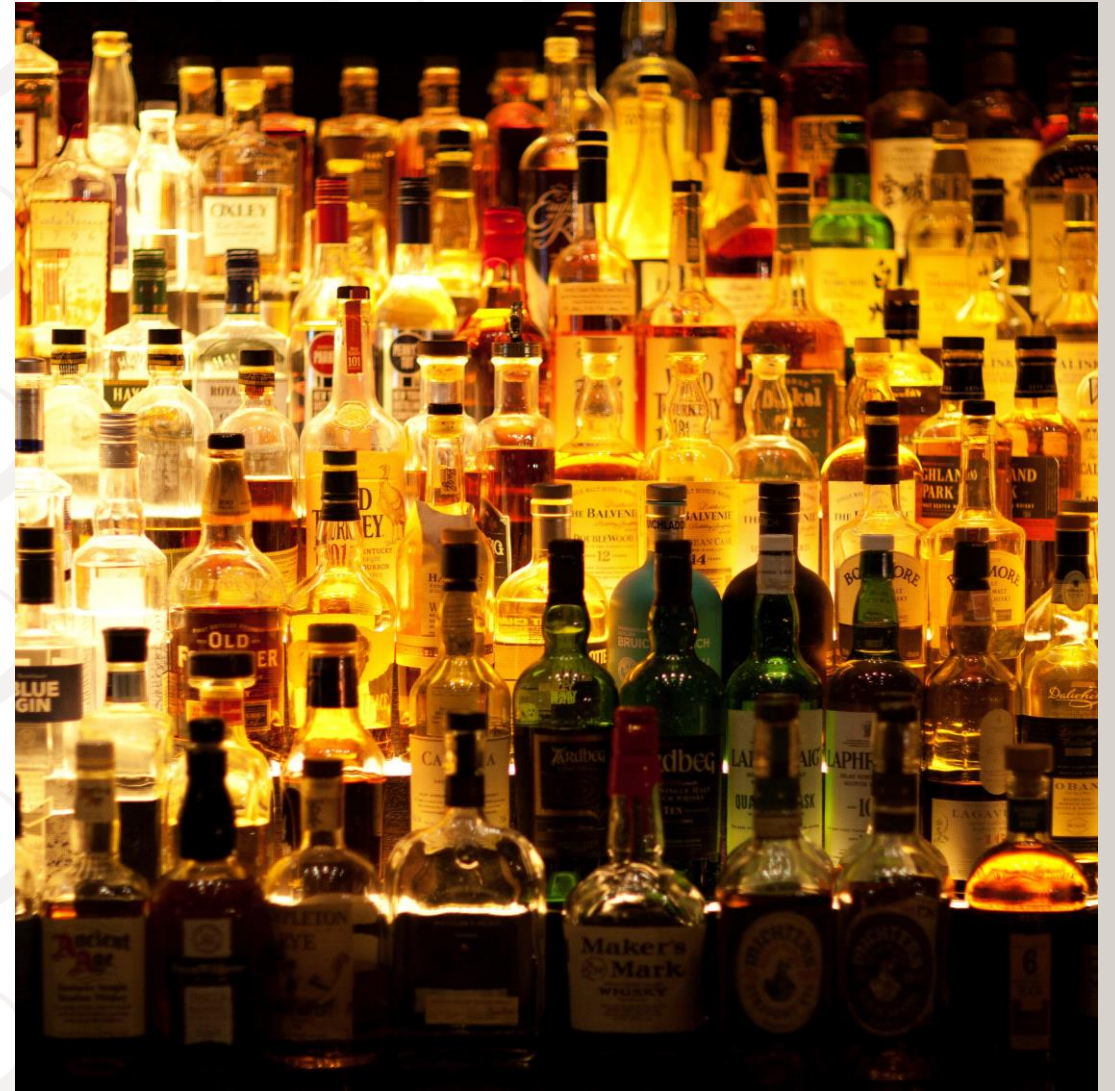
# INCREASE SALES

## The IWSC helps 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*



# ALTERNATIVE DRINKS CATEGORIES

New to 2022 we will be putting together specialist expert panels to judge the ever-growing categories in the alternative drinks market.

Here are our alternative drinks categories:

- Low/no drinks
- Lighter alcohol
- Cider
- Ready-to-Drink
- Vermouth
- Wine-based flavoured drinks
- Fruit wines





*"The rapid increase in the number of products entering the low and no categories has highlighted the increased importance for a competition to select the best amongst them."*  
Christine Parkinson

## LOW/NO ALCOHOL DRINKS

The IWSC is proud to have established the world's largest Low and No Alcohol Drinks Awards in the world. Recognising the growth of the mindful drinking movement and consumers' desire to seek lower- and alternative-alcohol drinks.

Following a recording breaking 2021 awards, with the number of entries growing by 389%, the IWSC is looking to make the 2022 awards even bigger, continuing to mirror the growth of this category.

Our specialised low/no judges will be overseen by our Judging Committee member, and low/no expert, Christine Parkinson.

### Our 2022 categories:

- Dealcoholised Wine
- Dealcoholised Wine Blends
- Wine Alternatives
- Spirit Alternatives
- Low/no beer
- Low/no cider
- Aperitif/Vermouth
- Liqueurs
- New Blends Spirit
- Kombucha
- Other Ferments
- Ready-to-Drink
- Adult Sodas
- Shrub & Drinking Vinegar
- Switchel
- Syrups
- Cordials
- Other Blends
- Concentrated Spirits
- Functional & Wellness Drinks





# 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 Awards

If you are entering a low/no or alternative gin, vodka, tequila or whisky into this year's IWSC, why not enter your drink 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 low/no and alternative 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 drinks

Step 2: your drinks are judged by our experts

Step 3: judges taste up to 60 drinks per day

Step 4: award-winning drinks 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 or Mixer Awards: £75 per entry + VAT\*

*\*if applicable*

## How many samples do I need to send?

Four samples (for 500/700/750ml bottles) and six samples (for cans) per entry\*

Why we ask for four/six samples:

1. In case one of your bottles/cans is faulty or damaged
2. If your drink wins a gold medal it will be put forward for our trophy judging
3. Spare bottles/cans are used for promotional activities throughout the year

\*if you are entering an add-on award you will need to send an additional bottle/can per add-on award entered

**Delivery deadline: 10 June 2022**





# AWARDS TIMELINE

**3 June 2022**

## **Entry deadline**

Submit your drinks online

**5 – 7 July 2022**

## **Judging dates**

Your drinks will be judged by our panel of experts

**12 July 2022**

## **Embargoed Results**

Winners will receive embargoed results on 12 July

**14 July 2022**

## **Medal and Trophy Results**

All medal and trophy winners will receive results on 14 July



# 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

**£55 per entry**

**Consolidated shipping deadline: 7 March 2022**

**Direct shipping deadline: 10 June 2022**

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







# CONNECT WITH US

## Sales

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