

IW/SC AWARDS PROMO PACK 2023

WHY CHOOSE THE IWSC?

The IWSC is more than a competition.

It is a global drinks community, focused on people and expertise. Our mission is to champion the best brands from around the world by taking a personal approach to our partners' needs.

We offer comprehensive business support via our network of world-class experts and aim to bring this global community together to share insights and help each other grow.

IWSC Social Media

Year-round social media campaigns across our trade platform - IWSC and our consumer platform - Club Oenologique.

Reach: 60,500+

IWSC Weekly Features

Weekly IWSC features and recommendations on Club Oenologique & IWSC websites.

Page views: 1.2+ million

Club Oenologique

With our flagship magazine, website, exclusive Collectors' Club and events, Club Oenologique seeks to connect, inform and entertain those who have a shared interest and passion for the world of wine and spirits, and all the things around it.

Dedicated Team

The IWSC boasts an expert in-house team, with strong connections across the global industry and decades of experience from across the industry including media, marketing, PR, distribution, buying and retail.

Podcast

IWSC winners are showcased weekly on "The Drinking Hour" series, broadcast on a the global consumer radio station, Food FM.

Total downloads: 65,000+

Events

IWSC showcase winning wines and spirits at international trade fairs, category tastings and our annual Awards Dinner & Industry Celebration.

Global brand ambassadors

Access to a team of experts across the world, including South America, Hong Kong and China.



OUR JUDGING EXPERTS

Members of our expert [judging panels](#) work hard to ensure all judging is impartial, rigorous and adheres to the IWSC's consistent standards.

By giving our judges no more than 65 drinks to taste per day, at least 45% fewer than our competitors, it means our experts are able to spend as much time discussing the liquids that are not awarded a medal, as those that are.

By encouraging this constructive conversation, we are able to share feedback with non-medal winners and medal winners alike.

MORE THAN A COMPETITION

What makes the IWSC different:



Our expert panel of judges is restricted to **the world's most eminent professionals**, including major buyers and industry decision makers.

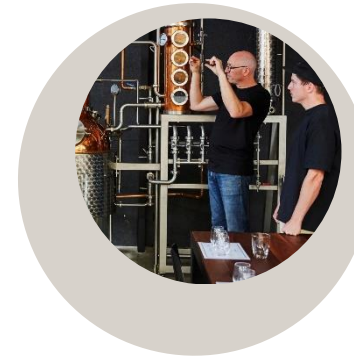


Tasting is limited to **65 samples per day**, ensuring our judges do not get palate fatigue and drinks tasted toward the end of each day are judged fairly.

Our tightly structured, rigorous tasting process means our judges are **focussed entirely on the liquid**.



The IWSC's in-house team of experts boasts **decades of experience** from across the industry including media, marketing, PR, distribution, buying and retail as well as strong connections with the global drink's community.



We offer **tailored post award consultation** and promotional opportunities.

Access to **exclusive retail partnerships** including Spirits Kiosk.



The IWSC is the only industry award body to **share constructive feedback** on non-winning entrants.

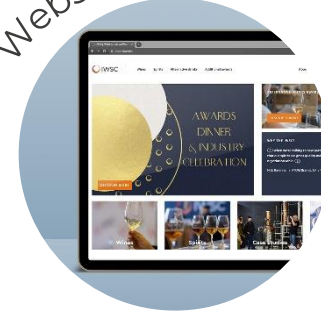
PROMOTING YOUR RESULTS

How does the IWSC promote
your awards and increase your
brand awareness?

Club Oenologique



Website



podcast - The Drinking Hour



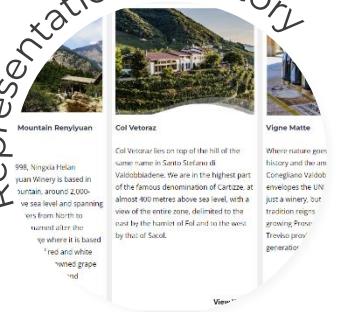
Social Media



presence at international fairs



Representation directory



Events



PR



Influencer campaign



ENTRY CATEGORIES

Recent years have seen the IWSC diversify from an awards body focused solely on wine and spirits, to one encompassing the increasing variety available to consumers.

Categories for our 2023 awards include:

- Low/no alcohol drinks ([link](#))
- Lighter alcohol drinks ([link](#))
- Ready-to-Drink (RTD) & pre-mixed drinks ([link](#))
- Wine based flavoured drinks ([link](#))
- Cider ([link](#))
- Vermouth ([link](#))





“There has been real progress made in the low alcohol space over the past couple of years. It is very clear that producers are putting some serious time, effort, and innovation into increasing quality.”

David T Smith, IWSC Judging Committee Member

LOW/NO ALCOHOL DRINKS AWARDS

The IWSC's Low & No Awards is its biggest recent success story with entries growing year on year since the Awards establishment in 2019. 2022 entries for the 1.2% and lower category were up over 225% versus the previous year demonstrating the continuing surge in popularity and relevance for these drinks.

In 2022, reflecting the surging growth of the market, the IWSC launched the Low/No [Producer Trophy](#), sponsored by Bev Zero.

Drinks communicator Lucy Shaw has also recently shared an [insight report](#) into the current market.

Our 2023 categories include:

- Dealcoholised Wine
- 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

ALTERNATIVE DRINKS & MIXER AWARDS

As consumers' appetite for longer drinks with lower ABVs continues to grow, discover the IWSC's mixer add on awards...

If you are entering a low/no or alternative gin, vodka, tequila, whisky or rum into this year's awards, why not consider entering 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's tonic water, soda water and ginger beer mixers.

- Alternatives & Tonic
- Alternatives & Soda

For an extra fee of £129, you can enter your bottles into our Mixer Awards. Select the option to 'add-on' your entries to these awards before you check out.



OUR OTHER AWARDS

The IWSC is more than a competition. It is a global wine and spirits community, focused on people and expertise.



Producer Trophies

Following the announcement of the IWSC's wine, spirits and other drink awards, the producers who perform best are put forward for our prestigious Producer Trophies.

VIEW THEM [HERE](#)



Talent awards

We are proud to recognise the contribution of individuals across the industry through our Talent Awards:

- Emerging Talent
- Communicator Awards

VIEW THEM [HERE](#)



Sustainability awards

Championing producers using environmentally conscientious practices in their vineyards and distilleries.

VIEW THEM [HERE](#)



Design Awards

Our judges never see the bottle they're scoring, so instead, packaging takes centre stage in our Design Awards, rewarding innovation, creativity and brand personality in bottle artwork, design and packaging.

VIEW THEM [HERE](#)



Business Awards

As well as judging individual wines and spirits, we are also keen to recognise the creativity of the companies that import, sell and distribute those bottles, showcasing their excellence in encouraging a greater understanding – and sales – of quality drinks.

VIEW THEM [HERE](#)

SHIPPING



The safest and easiest way to get your wines to us is via consolidated shipping with Hellmann Worldwide Logistics



Simply send your bottles to your local participating depot, and Hellmann will do the rest, making sure your bottles reach us safely and in time for judging.



The consolidated shipping fee includes all duties, taxes and customs clearance, so you won't need to worry about a thing.



Discover further information on consolidated shipping or how you can ship your wines directly on the [shipping page on our website](#).

ENTER AND PAY ONLINE

£159

Per entry + VAT



10
October
2022

26
May
2023

24
May
2023

20-22
June
2023

3
July
2023

Entries
open

Entry
deadline

Delivery
deadline

Judging
period

Results
announced



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