

IWSC SPIRITS AWARDS PROMO PACK 2023

WHY CHOOSE THE IWSC?

The IWSC is more than a competition.

It is a global wine and spirits community, focused on people and expertise. Our mission is to champion the best spirits 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+

IWSC Newsletter

IWSC fortnightly e-newsletters promoting winners and award highlights to a global audience.

Subscribers: 13,500+

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

Leading our panel of [judging experts](#) is our [Judging Committee](#). The committee members ensure all judging is impartial, rigorous and adheres to the IWSC's consistent standards.

Our committee guarantees a benchmark standard is maintained across the whole competition.



"Producers should be taking part in the IWSC because it platforms your spirit into a world of people who really understand what that spirit should be, where it should sit. They are professionals, they are experts and they come with a huge amount of knowledge and experience."

Joel Harrison



"People will try spirits if they're award winning. Whether it's a bronze, silver or gold, it says there is a bit of class in there, because obviously what you have within the panel are just a great level of experts that really do know their stuff."

Deano Moncrieffe

MORE THAN A COMPETITION

What makes the IWSC different:



Our expert panel of judges is restricted to **the world's most eminent spirits professionals**, including the IWSC's [Spirits Judging Committee](#), major buyers and Master Distillers.



Tasting is limited to **65 spirits per day**, ensuring our judges do not get palate fatigue and spirits 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.

DON'T JUST TAKE OUR WORD FOR IT

Testimonials



"We are delighted with the performance of the IWSC medal-winning spirits on our site, all medals in all categories have had a direct positive impact on sales"

Emile Ward, Head Buyer - Spirits Kiosk



"One of the biggest successes we can point to off the back of our IWSC awards, are the largescale customers we have won as a direct result of the award."

John Hall, Founder - Trevethan Distillery



"With the experts the IWSC has, producers get excellent feedback. It means that, even if you don't get a medal you get great feedback from people who really know what they're doing."

Colin Hamden White, Cask Trade



"Some of the most discerning and demanding palates in the spirits industry can be found at the IWSC's judging sessions, so achieving any kind of medal is no mean feat!"

Guy Hodcroft, Spirits Buyer - Bordeaux Index

View our case studies [here](#).

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

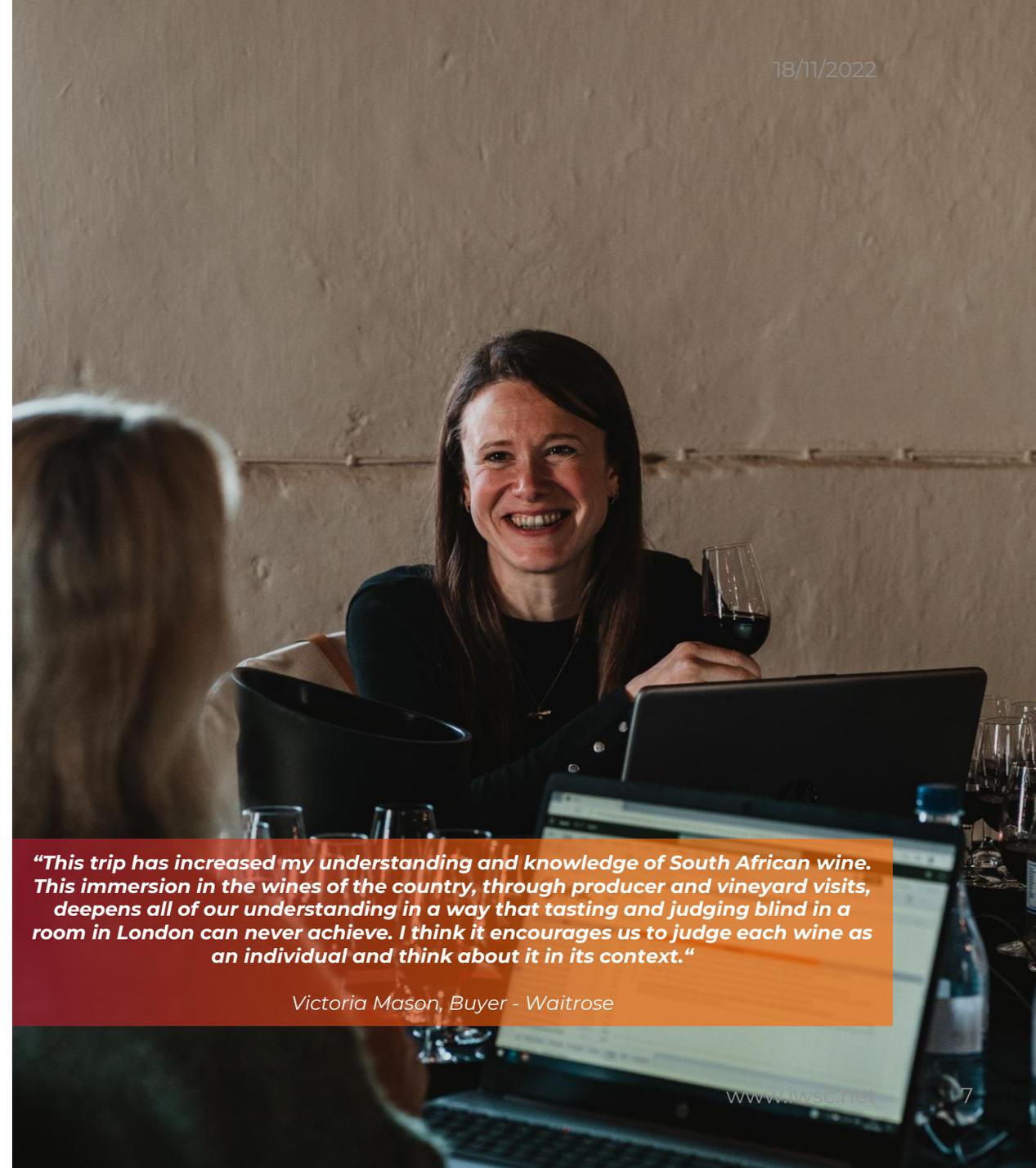


JUDGING IN SITU

Each year, IWSC conducts some of the judging sessions in situ.

The IWSC invites established judges in the chosen country, to taste and award wines submitted from wineries across the country.

It's an opportunity to also create an experience and turn our experts into ambassadors of the chosen country via a series of activities to showcase the wine scene, the people, places and wines.



"This trip has increased my understanding and knowledge of South African wine. This immersion in the wines of the country, through producer and vineyard visits, deepens all of our understanding in a way that tasting and judging blind in a room in London can never achieve. I think it encourages us to judge each wine as an individual and think about it in its context."

Victoria Mason, Buyer - Waitrose

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

31
January
2023

09
February
2023

06-17
March
2023

27
March
2023

Entries
open

Entry
deadline

Delivery
deadline

Judging
period

Results
announced



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