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|  | Spirits Wholesaler Award |
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# Entry Form 2023

The IWSC invites wholesalers to take part in our Spirits Wholesaler Award, free of charge. Please complete the form below. The award will be based on your company’s achievement in the past 12 months.

This award is open to all wholesalers, entry into the IWSC tasting competition is not required.

**Please return completed forms to marketing@iwsc.net no later than Friday 10 February 2023.**

**Please include a high-resolution company logo with your entry and an image of your business you are happy for the IWSC to use to illustrate your company if you are shortlisted.**

**Please send any additional online materials to support your entry.**

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| **COMPANY INFORMATION**  |
| Contact name: |  |
| Contact email address: |  |
| Company name: |  |  |
| Company address: |  |  |
| Company social media: |  |  |
| Company turnover: |  |  |
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| 1. Turnover less than £6 million
2. Turnover between £6 million - £20 million
3. Turnover greater than £20 million.

*(If you are on the boundary of a category, it is best to enter the category below).***Deadline for entry is Friday 10 February. Judging will take place shortly after this date. The shortlisted entrants will be announced w.c. 20 February and the winner announced w.c. 27 February. Good luck!** |

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| **ABOUT YOUR COMPANY** |
| **What is your company ethos and can you share three key values?** (max 200 words)

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**Who are your customers and how do you engage with them?** (max 200 words)

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**What have you done in the past 12 months to differentiate yourself from your competitors** (max 200 words)

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**What product knowledge and other training do you offer your staff and customers?** (max 200 words)

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**How are you planning to develop the business portfolio in the next 12 months?** (max 200 words)

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| **SUSTAINABILITY** |
| **What have you done over the past year to reduce your business’ impact on the environment?** (max 200 words)

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**What is your business’ environmental goal/s?** (max 200 words)

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Please include any photos relevant to your answers – please only send up to a maximum of 10 photos for this section.

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| **SPIRITS RANGE** |
| **How many different brands and categories do you represent?** (max 200 words)

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**What brands do you have agency over, or exclusivity & why?** (max 200 words)

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**What events are you hosting to activate spirits with your customers?** (max 200 words)

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**What are your marketing and promotional strategies for any new brands you sign up?** (max 200 words)

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**How do you envisage growing overall sales across the spirits sector and what trends do you expect will drive this growth?** (max 200 words)

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Please include any photos relevant to your answers – please only send up to a maximum of 10 photos for this section.

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| **WHY YOU?** |
| **What are the top three recent, or planned, achievements and innovations that set you apart from your competitors and make you our 2023 Spirit Wholesaler?** (max 300 words)

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Thank you for entering the IWSC’s Spirits Wholesaler Award. Please return your completed form, together with any images to illustrate your entry, plus a company logo and an image of your business to **marketing@iwsc.net** before **Friday 10 February 2023.**