

IWSC WINE 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 wines 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 [Wine 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.

"A chance to have your wines appraised by a highly professional handpicked group of judges. You will either come away with a medal or constructive critical feedback, so whether or not that coveted medal makes its way home to you, you will end up with a win-win situation."

Alex Hunt MW

"An IWSC medal can be a huge boost to a producer – buyers look at these competition medals as part of their initial research.

"Also, producers should enter the IWSC for market research purposes as well as a piece of marketing promotion. Think of it as market research in a way that producers can actually get feedback on their wines, every wine, from a panel of expert tasters."

Sarah Abbott MW

MORE THAN A COMPETITION

What makes the IWSC different:



Our expert panel of judges is restricted to the world's most eminent buyers and key decision makers, including the IWSC Wine Judging Committee, Buyers, Master Sommeliers and Masters of Wine.

28% Masters of Wine & Master Sommeliers



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



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.



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



"Awards really help us convey our message to the trade. People feel more confident to support us."

Joao Belo, International Business Manager at Sogevinus



"I think the feedback for non-winners is interesting and important because it gives us an insight into what the 'analysts' thought of the wines and helps us prepare for the future."

Susana Venda, Parras Wines



"In a competition where the bar is high, the IWSC judging process is fair but demanding, so achieving a medal is meaningful."

Rebecca Palmer, Corney & Barrow - Wine Buyer



"The IWSC is the most relevant wine award in the world. This is the only one we take part in, to measure ourselves against our peers in the industry and raise the visibility of our company."

Abrie Beeslaar, Winemaker at Kanonkop Wine Estate



"It is quite difficult to get wine buying decision-makers and wine experts to South Africa and the IWSC judging was a rare opportunity to meet and host people that have the ability to actually place large orders, create new wine listings and offer exclusive media exposure. It was a truly fantastic opportunity to showcase what our estate can offer, and it reflected in the listings and buy-in afterwards."

Laura Sullivan, Vergelegen Wine Estate

View our case studies [here](#).

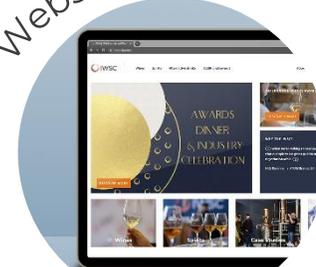
PROMOTING YOUR RESULTS

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, Wine 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

24
March
2023

31
March
2023

02-16
May
2023

22
May
2023

Entries
open

Entry
deadline

Delivery
deadline

Judging
period

Results
announced



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