

IWSC GLOBAL JUDGING IN KENTUCKY 2024

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: 67,000+

IWSC Weekly Features

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

Page views: 3.5+ million

Club Oenologique

Club Oenologique is our consumer magazine and website, for wine and spirits lovers. Renowned for inspiring stories and trusted expertise, we connect people to the joys of the world, through the lens of wine, spirits and other interesting drinks.

Dedicated Team

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

Podcast

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

Total downloads: 25,000+

IWSC Newsletter

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

Subscribers: 16,000+

Events

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

Global brand ambassadors

Global reach via our ambassadors based across the world, including South America, Hong Kong and China. As well as our Global Judging, where our judges become ambassadors for specific categories.



OUR JUDGING EXPERTS

The IWSC will be bringing our industry experts to Kentucky to judge North American Whiskey & RTDs. Our judges ensure all judging is impartial, rigorous and adheres to the IWSC's consistent standards.

Confirmed judges:

- **Richard Paterson OBE** – also known as ‘The Nose’, the IWSC Spirits Judging Committee member Richard is one of the most respected figures in the Scotch whisky industry and has held the position of Master Blender at Whyte & Mackay for over fifty years. Richard is admired across the globe for his passion and unparalleled knowledge of the art of blending.
- **Dawn Davies MW** - Dawn is the Head Buyer of distribution company Speciality Drinks. She previously spent nine years working as beer, wine and spirit buyer with upmarket UK retailer Selfridges, where she was awarded a series of drink retailing awards for her pioneering approach. Dawn is a member of the IWSC Spirits Judging Committee.
- **Nate Gana** - Nate is the Founder of @NateGana on Instagram (formerly known as @SingleMaltDaily), a platform of over 127K+ followers. He is also the Co-Founder of Bevridge; bringing together curated tasting experiences, compelling on-demand content, and opportunities to engage with industry experts.



OUR JUDGING EXPERTS

Confirmed judges continued:

- **Dr Emma Walker** - Master Blender for Johnnie Walker and the first female to take on this prestigious role, Emma has worked in different areas of whisky production, gaining experience and understanding of how flavour develops in fermentation, distillation, and maturation, striving to ensure quality at every stage of the process.
- **Shannon Tebay** - Shannon is the Beverage Director for 26 Denmark Street. She arrived in the UK in 2021 from New York to take up the role of Head Bartender at The Savoy's American Bar. Shannon is a member of the IWSC's Spirits Judging Committee and leads the judging for our RTD Awards in London.
- **Guy Hodcroft** - Guy is the Buyer for luxury fine wine and spirits merchant Bordeaux Index. He has worked in multiple areas of the wine and spirit sector, moving between bars, restaurants and retailers. In addition to his encyclopaedic knowledge of the spirits industry, Guy knows all the latest trends in consumer behaviour.
- **Kristiane Sherry** - Freelance whisky and spirits writer and communicator, Kristiane previously held the position of Head of Spirits at Fine + Rare, leading online platform for buying and selling fine wines and spirits. Kristiane writes for many publications, such as Whisky Magazine, Club Oenologique and the Malt Whisky yearbook. She is also a regular judge with the IWSC.



GLOBAL JUDGING

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

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

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

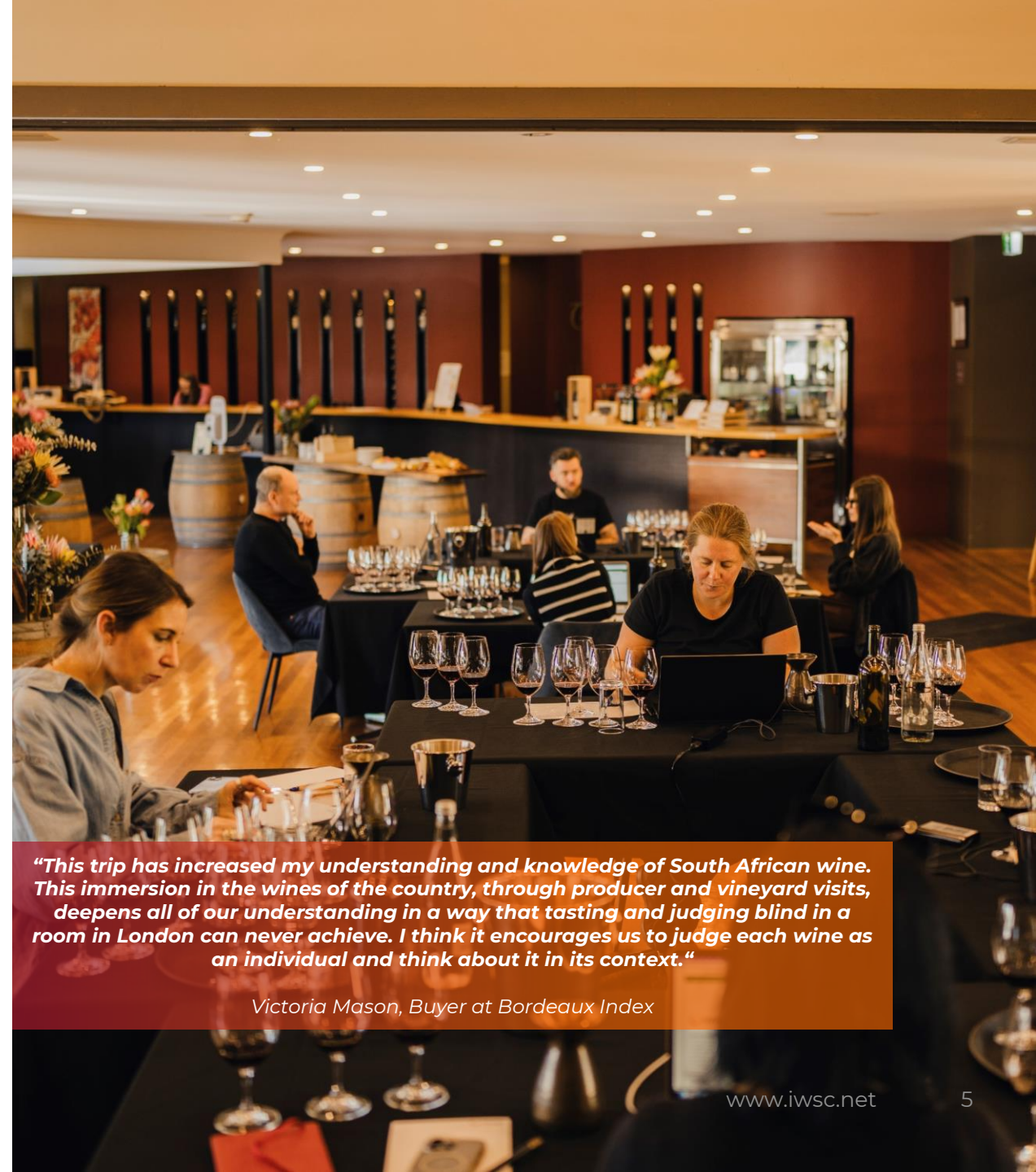
Give IWSC judges a lasting impression by immersing them in a region/country



Convenience of local delivery and judging

Results shared with global audience as part of IWSC marketing and communication campaigns

Meet the judges and create direct relationships with key buyers and industry leaders



"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 at Bordeaux Index

MORE THAN A COMPETITION

What makes the IWSC different:



Gate keepers

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



Impartial

We are the only competition to **limit the number of samples to a maximum of 65** tasted during each judging day. Ensuring every spirit is afforded the time for a **fair and accurate judgement**. You can trust that a medal at the IWSC really is a **stamp of approval**.



Group discussion

Every single spirit is put under the microscope. Group discussion is part of our judging process. Ensuring each spirit is rigorously and fairly assessed by our experts.



Transparency

All spirits are tasted blind, however, post-results, **our judges receive full details** of the spirits they judged. We are one of the only competitions to **reveal the names of the judges** that have judged your spirits, connecting you to the key decision makers.



Constructive feedback

The IWSC is the only industry award body to **share constructive feedback** on non-winning entrants. We know how valuable this is to producers.

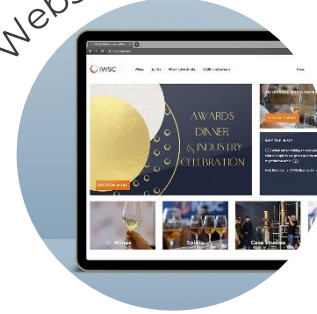
PROMOTING YOUR RESULTS

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

Club Oenologique



Website



Social media & influencer campaign



Global trade fairs



Trade tastings & events



PR





ENTER AND PAY ONLINE

1 to 4 entries - \$395 per entry
5 to 10 entries - \$353 per entry
11 to 20 entries - \$310 per entry
21+ entries - \$295 per entry



**25
October
2023**

**18
July
2024**

**20 August –
3 September
2024**

**9 – 13
September
2024**

**16
September
2024**

Entries
open

Entry
deadline

Delivery
window

Judging
period

Results
announced

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[@theIWSC](https://www.instagram.com/theIWSC)