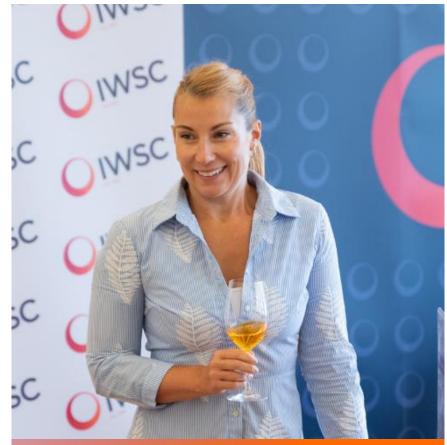
## IWSC LOW/NO /W/ARDS PROMO PACK 2024



www.iwsc.net

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"We've seen a real increase in how close these alternatives are getting to the traditional spirits and wines. There is a real narrowing of that gap. Less low/no wines rely on sugar as a carrier, so the quality bar is being raised. When it comes to spirits, it is great to see some very interesting uses of ingredients."

### 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.

Reflecting the industry category and award entry growth, in 2023 the IWSC created two low/no producer trophies. Recognising medal performance and brand commitment to the industry, by awarding a Low/No Wine Producer Trophy and a Low/No Spirits Producer Trophy, sponsored by BevZero.

Keeping our community up-to-date with the latest happenings in the low/no category is key. We took a deep dive into the current market in the <u>IWSC's Low/No Insight Report</u>.

#### Our 2024 categories include:

- Dealcoholised Wine
- Shrub & Drinking Vinegar
- Wine Alternatives
- Spirit Alternatives
- Low/no beer
- Low/no cider
- Aperitif/Vermouth
- Liqueurs
- New Blends Spirit
- Kombucha
- Other Ferments
- Ready-to-Drink

- Adult Sodas
- Switchel
- Syrups
- Cordials
- Other Blends
- Concentrated Spirits
- Functional & Wellness Drinks

## SELECTION OF KEY IWSC JUDGES

#### Recruited for their unrivalled expertise, the IWSC judges are at the heart of our awards

**Claire Warner**, Board Member for Tales of the Cocktail Foundation



**Camille Vidal**, Founder of La Maison Wellness

Laura Willoughby MBE, Co-founder of Club Soda



Fabio Spinetti, Director of Bars at Rocco Forte Hotels **Erika Blazeviciute Doyle**, Director of Drink Dry





### SHIPPING

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

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

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

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Discover further information on consolidated shipping or how you can ship your entries directly on the <u>shipping page on our website</u>.



#### **ENTER AND PAY ONLINE**

**£170** Per entry + VAT Reduced to **£160** per entry for a minimum of 4 entries



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# CONTACT US

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