

IWSC WINNER'S PACK 2024



CONGRATULATIONS ON WINNING AN IWSC AWARD

At the IWSC, we use a rigorous and thorough judging process. Each sample is tasted by a panel of expert judges overseen by a member of our Judging Committee, who supervises the panels to ensure consistency and fair benchmarking across the competition. The Judging Committee also re-tastes the top-scoring entries for final endorsement.

Our judging session is limited to an average of 65 samples, and panel discussions are encouraged to ensure that each wine or spirit is given the time it deserves.

The judges can be viewed on the [results page](#) of our website.



"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 PACKAGE

The IWSC name and medal are internationally recognised by trade and consumers. With the IWSC seal of approval, you have access to an exclusive package of material to help promote your wine, spirit and alternative drink:

- Official certificate
- Tasting note & score
- Digital medal artwork
- Bottle stickers
- Social media asset



THE IWSC COMMITMENT

The IWSC is committed to promoting your awards to the trade and consumers via our diverse platforms, including:

1 Our expert features



'Handpicked by IWSC'
on ClubOenologie.com

**70k average
monthly users**

2 Our podcast



'The Drinking Hour'
Over 25k downloads

3 Club Oenologique magazine



Distribution of
15,000 copies per issue

4 Global brand ambassadors



Our ambassadors extend our
reach globally, including

**South America, Hong Kong,
China and further...**



The results section of the [IWSC website](#)



On the [Club Oenologique website](#)



[Wineries looking for distribution](#), shared with targeted UK buyers



With Spirits Kiosk (UK) for Gold & Trophy Spirit winners

9

Consumer events



Including Whisky Lounge, Junipalooza, RumFest and La Piñata

10

Trade events



Including London Wine Fair, The Old Vine Conference and ProWein Brazil

11

Our Awards ceremony



Gold winners showcased to key industry leaders and decision-makers

12

PR & third-party partners



Including Luxury Restaurant Guide & The Buyer in the UK; Forbes & UPROXX in the US; Eclat & Zhong Yuchen in China & more

MARKETING SUGGESTIONS

Winning an award will bring your wine, spirit or alternative drink to the attention of the global marketplace, and brands are advised to use their wins as a catalyst to aid sales and spread the word on their award-winning liquid.

Some campaign ideas:

- A press release announcing your award(s)
- A news article on your platforms and sent to your database
- Retailers/distributors promotion to reference your wins online and in store
- An advert to promote your award(s) (e.g. a web banner, display ad, or third-party collaboration)
- An event/tasting to showcase your winning range
- Marketing collateral to include medal artwork



SOCIAL MEDIA SUGGESTIONS

Social media campaigns can help get the news out, engage with current and potential customers and capitalise on your IWSC success:

- Announce your results on all channels, sharing a link to your news story/press release
- Share a photo of your wine, spirit or alternative drink featuring the medal artwork
- Tag [@theiwsc](#) and use **#IWSC** to ensure we amplify your news
- Share links to press coverage
- Update cover photos on Facebook, Twitter and LinkedIn to include medal artwork
- Read our [insight report](#) on social media campaigns for key takeaways and tips



THE IWSC AWARDS CEREMONY

The iconic IWSC annual ceremony will return on 12 November 2024.

Attendees on the night will include key stakeholders from leading companies across the industry and our high-profile judges.

Our awards ceremony gives your organisation extensive international exposure, increasing your brand's visibility and creating fantastic networking opportunities with decision-makers within the industry.

We offer IWSC winners the opportunity to be in the spotlight, showcase your brand, and interact with attendees through the following activities:



Buy tickets
for the event
[here](#)



Host a table
to showcase
your drinks to a
targeted
audience



Branding
on central
stage and
throughout the
venue



Sponsorship
work with our
team to tailor
your visibility at
our event





Brand feature on Club Oenologique

MEDIA OPPORTUNITIES

We are always willing to help our winners promote their achievements.

Opportunities we can offer include:

- Social media spotlight on our platforms **70.5k+ social reach**
- Expert review video ([see example](#) on our Instagram)
- The Drinking Hour podcast special ([see example](#))
- Brand feature on the Club Oenologique website ([see example](#))
- Advertorial or display ad in Club Oenologique magazine
- Targeted communicator campaign
- Digital seminar for trade audience
- Press events/tastings



We work with a team of high-profile industry ambassadors from around the world who deeply understand the market.

CONSULTANCY SERVICES

We are more than a competition.

Our mission is to champion the best wine, spirits and alternative drinks from around the world by taking a personal approach to your needs. We offer comprehensive business support via our network of world-class experts and aim to bring this global community together to share insights that can help you to grow.

We can help with:

DIY brand strategy workshop:

- a. Guidance through the entire branding process step-by-step with multiple 1-to-1 sessions
- b. Create a market research road map
- c. Achieve in-depth brand purpose, identity, consistency and competitive edge without having to be creative
- d. Brand packaging strategy
- e. Complete brand book

In-depth analysis to help with development and improvement:

- a. Independent benchmarking
- b. Trade round table discussion
- c. In-depth analysis of the liquid
- d. Buyers' constructive feedback

Route-to-market workshop:

- a. Identifying target markets and customers
- b. Establishing your USP
- c. Pricing strategy and volume
- d. Packaging
- e. Building a proposal
- f. Constructing a commercial proposal
- g. Roadmap to successful distribution

Marketing support:

- a. Creating an engaging marketing campaign
- b. Social media and PR strategy, plus execution

RATE CARD

Our diverse offering enables the brands we work with to connect with a global audience on multiple platforms.

Print partnership (incl. display ad, advertorial): **from £3K**

Digital partnership (incl. special brand feature, social media campaign): **from £2.5k**

Podcast feature: **from £900**

Expert Review video: **from £2.5k**

Communicator campaign: **from £1k**

Digital seminar for trade audience: **from £3.5k**

Press events/tastings: **from £3k**

Consultancy services/workshop: **from £4.5k**

Prices are exclusive of VAT





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