



## WINE ENTRY GUIDE

COMPETITION. CONNECTION. COMMUNITY



## WHO WE ARE

*The IWSC (International Wine and Spirit Competition) is one of the world's oldest and most respected competitions, often referred to as the "Olympics of the drinks industry".*

Since 1969, we have been setting the global benchmark for quality across an extensive range of wine, spirits, and other drink categories. Evaluating over **12,000 entries annually from more than 90 countries**, we connect producers to both trade experts and consumers.



## WHY CHOOSE US?



### JUDGED BY GLOBAL TRADE EXPERTS

We **connect** producers with **key industry decision-makers** – our judges, offering access to Masters of Wine, Master Sommeliers, Head Buyers, and other experts whose **opinions shape markets.**



### ACTIONABLE INSIGHTS

Our **rigorous judging** process, where daily assessments are **limited to 65 samples**, ensures **fair evaluation** and **detailed feedback** for **all entries.** Our transparent approach fosters valuable industry connections.



### UNPARALLELED EXPOSURE

Leveraging **over 50 years** of industry connections, we **showcase your brand** to media, trade, and consumers, while connecting you with top suppliers, retailers, and hospitality professionals across the **entire industry ecosystem.**



# WHAT WE JUDGE

**Our main categories include:**



## WINE

- White
- Red
- Rosé
- Orange
- Sparkling
- Fortified
- Dessert



## SPIRITS

- Gin
- Scotch Whisky
- Worldwide Whiskey
- Rum
- Agave
- Vodka
- Cognac & Armagnac
- Absinthe
- Aquavit
- Distilled Flavoured Spirits/ Fruit/ Seed/ Nut Spirit
- Grain Spirits
- Asian Spirits (including Shochu & Baijiu)
- Grape Brandy
- Bitters & Liqueurs
- Calvados
- Pisco



## ALTERNATIVE DRINKS

- Low Alcohol
- No Alcohol
- Lighter Alcohol
- RTD
- Pre-Mixed Drinks
- Wine-Based Flavoured Drinks
- Vermouth
- Cider

**Can't find a category for your innovative drink?  
Contact [info@iwsc.net](mailto:info@iwsc.net) and we will be happy to help.**

# WHO ARE OUR JUDGES?

Our **Wine Judging Committee**, composed of Masters of Wine, leads a **judging team** of world-class industry professionals including Master Sommeliers and Senior Buyers from both on-trade and off-trade. Our judges are industry's key decision-makers who shape the UK and global wine scene.



*"If you're looking for a true benchmark of where your wines stand in the market - especially considering the UK is one of the toughest markets - that's exactly what the IWSC provides."*

**Dirceu Vianna**  
**Junior MW**  
IWSC Wine Judging  
Committee



*"During the judging, I take notes of all the silver and gold medal wines from the IWSC. Once the results are out, I'll go back, review them, and dig deeper to find out who's who and explore each one."*

**Rebecca Palmer**  
IWSC Judge, Associate  
Director & Buyer at  
Corney & Barrow Ltd.



*"The calibre of judges here at the IWSC is second to none. We've got Masters of Wine, Master Sommeliers, Head Buyers from some of the most important restaurants in the UK, as well as supermarkets. Producers can be reassured that the feedback they receive is very commercially viable and applicable to specifically the UK market, but also the global market."*

**Alistair Cooper MW**  
IWSC Wine Judging  
Committee



*"The IWSC is unique - every wine gets proper attention, discussion, and a fair decision. Producers can trust that their wines are being judged by experts who work with that style or region in their day jobs and truly understand it."*

**Freddy Bulmer**  
IWSC Judge, Buyer at  
The Wine Society



*"Michelin stars are few, but they hold unparalleled prestige. An IWSC medal, be it bronze, silver or gold, offers a similar stature - an award that signifies absolute distinction and respect."*

**John Hoskins MW**  
IWSC Wine Judging  
Committee

# HOW WE JUDGE



## PRE-TASTING

- Our **expert panel** of judges is **restricted** to the **world's most eminent buyers** and **key decision-makers**.
- Expert panels assembled from **over 30 countries**.
- **Balanced representation** across industry sectors.



## DURING THE TASTING

- **Double-blind tastings:** samples poured behind screens to ensure complete anonymity.
- **Daily limit of 65 samples** to avoid judges' palate fatigue.
- **Panel evaluation** and **group discussions** for each entry.
- **Re-tasting all gold-medal winners** by Wine Judging Committee



## AFTER THE TASTING

- Our **winners** receive **comprehensive tasting notes** and **scores** from our judges.
- We are the **only industry award body** to share **free constructive feedback** with **non-winners**.
- We are **one of the only competitions** to **reveal the names of the judges** who assessed your drinks, **connecting you** to **trade experts**.

 WHERE WE JUDGE





## WHERE WE JUDGE

### ANNUAL UK JUDGING: SHIP YOUR WINES TO THE IWSC

The IWSC annually evaluates over **12,000 entries from more than 90 countries**. Each year, our expert judges convene over one month in London, UK, to assess each drink. Using a rigorous panel process, we ensure fair evaluation, guaranteeing that the first drink receives the same attention as the last.



*“At IWSC, the calibre of the judges is exceptional. It’s a chance to work with judges from all sectors of the trade who are determined to come here and judge fairly, positively and critically, and come up with the right results.”*

Alex Hunt MW, IWSC Wine Judging Committee

*“An IWSC medal can be a huge boost to a producer - buyers look at these medals as part of their initial research.”*

Sarah Abbott MW, IWSC Wine Judging Committee

# WHERE WE JUDGE

## GLOBAL JUDGING: BRINGING THE IWSC TO YOU

In addition to our annual Judging in the UK, we take our experts to wine and spirit regions around the world to judge on site.

- Our judges delve deeply into each country's unique offerings through the winery visits and workshops, gaining comprehensive knowledge that enables them to represent these countries effectively in the global market.
- Producers gain invaluable opportunities to connect with influential decision-makers in the industry. These interactions pave the way for lasting partnerships and offer insights into the UK market.
- Judges have access to a broader range of wine directly at the source, allowing for a thorough understanding of the country.

We hold Global Judging events worldwide, including Georgia, Austria, China, South Africa, Australia, and Turkey. To find out the Global Judging programme for 2025, click [here](#).

*“As a buyer, I’m always on the hunt for something new that offers great quality and value. Judging with the IWSC in Austria offered a great opportunity to taste a whole range of Austrian wine styles, leading to one of the Austrian entrants being listed in Waitrose.”*

Emma Penman, IWSC Judge & Wine Buyer at Waitrose



# COMMUNITY & ADD-ON AWARDS

Celebrating excellence across the drinks industry, championing sustainability and giving back to the community.



## PRODUCER TROPHIES

Following the announcement of the IWSC's results, the brands that performed best are put forward for our prestigious Producer Trophies.

[Discover More](#)



## TALENT AWARDS

Recognising the contribution of individuals across the industry:

- Emerging Talent
- Communicator Awards
- UK Sommelier Of The Year.

[Discover More](#)



## SUSTAINABILITY AWARDS

Championing producers and wine businesses who follow environmentally conscientious practices through our Green Wine Initiative and Old Vine Trophy.

[Discover More](#)



## DESIGN AWARDS

Rewarding innovation, creativity and brand personality in bottle design and packaging.

[Discover More](#)



## IWSC WEBSITE

Weekly IWSC features and recommendations on IWSC website.

**Global page views: 2+ million.**



## IWSC NEWSLETTER

Fortnightly IWSC e-newsletters highlight winners and awards.

**21,000+ global subscribers.**



## IWSC SOCIAL MEDIA

Year-round social media campaigns on our trade (IWSC) and consumer (Club Oenologique) platforms.

**Global reach - 70,000+ users.**



## IWSC EVENTS

Showcasing winning wines and spirits at international trade fairs, trade & press tastings and our annual Awards Celebration.

# HOW WE CAN HELP

Are you an IWSC award winner? Be it bronze, silver or gold, here's how our expert in-house team with global industry connections and decades of cross-sector experience can help



## REPRESENTATION DIRECTORY

Award-winning wine producers seeking UK distribution are listed in our directory, shared with UK Buyers, Importers, and Sommeliers.



## CONNECT WITH KEY DECISION-MAKERS

We are the only competition to reveal judges' names for your entries and to share your details with judges post-results, facilitating industry connections.



## THE DRINKING HOUR PODCAST

Showcasing IWSC winners on global consumer radio station Food FM's "The Drinking Hour" podcast.

**25,500+ total downloads.**



## CLUB OENOLOGIQUE

Our winners are regularly featured in our consumer magazine, Club Oenologique, published online and in print.

**Global page views 1.4+mln.**

# MEDIA EXPOSURE

Our winners are spotlighted by leading media across the world, including:

**Forbes**

THE  
BUYER

TimeOut

The  
Drinking  
Hour  
CLUB  
ENOLOGIQUE

Food&Drink  
BUSINESS

FOOD&BEVERAGE  
MAGAZINE

MEN'S JOURNAL

drinks  
trade

THE SHOUT

## WHAT OUR WINNERS SAY



*"We chose the IWSC because they are so highly-regarded in the drinks industry – not just in the UK, but around the world. We could see that doing well – whether it be getting a gold medal or a Trophy – can be very impactful."*

### **Susan-Anne Cosgrove**

Vice President of Global  
Marketing at Origins  
Organic Imports (USA)



*"We decided a few years ago that we wanted to focus more on the export and especially the UK. We did some research on which international competition could help us achieve this goal. The IWSC are an important and famous competition for the UK market and beyond the UK borders. Following our success at the IWSC we secured a listing with Waitrose, UK's national retailer. It's a chance to get our wines in front of consumers all of the UK."*

### **Markus Lentsch**

Owner & Winemaker at  
Seegut Lentsch (Austria)



*"The IWSC is a great platform to benchmark your wines against some of the best, and the coverage you can get off the back of it is incredible."*

### **The Winemaking Team**

Langham Wine Estate (UK)

**Read more  
winners success  
stories [here](#)**



HOW TO ENTER

# HOW TO ENTER



## STEP 1 SELECT

Select your best wines and complete the entry form.



## STEP 2 SHIP

While you can choose any shipper, our partnership with Hellmann Worldwide Logistics offers the most cost-effective and secure option. Send bottles to a local Hellmann depot for all-inclusive shipping, covering duties, taxes, and customs.



## STEP 3 SHOWCASE

Showcase your results and connect with our industry experts.





# HOW TO SHIP



## STEP 1

Find your nearest Hellmann depot on [IWSC website](#).



## STEP 2

Send your samples to your nearest Hellmann depot.



## STEP 3

Hellmann handles customs clearance and sample delivery with an all-inclusive fee.



## NO HIDDEN COSTS

Your wines will be delivered safely to us in proud partnership with



To find out how to ship your wines to us directly, please visit our [website](#).

# KEY DATES

## ENTER & PAY ONLINE

£170 per entry + VAT

Reduced to £160 per entry for a minimum of 4 entries

14 November 2024



ENTRIES  
OPEN

7 March 2025



CONSOLIDATED  
SHIPPING DEADLINE

14 March 2025



ENTRY  
DEADLINE

21 March 2025



DIRECT SHIPPING  
DEADLINE

April - May 2025



WINE  
JUDGING

19 May 2025



RESULTS  
ANNOUNCEMENT

[ENTER HERE](#)



## Ready to enter? Contact us.

### Sales

Peter Everall - peter.everall@iwsc.net

Thomas Goble - thomas.goble@iwsc.net

Diego Carrejo - diego.carrejo@iwsc.net

Massimo Serpelloni (Italy only)- massimo.serpelloni@iwsc.net

Janine van Zyl (South Africa only) - janine.vanzyl@iwsc.net

### Marketing

Mila Gorchakova – marketing@iwsc.net

### General enquiries

info@iwsc.net

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