



O E N O
L O G I
Q U E .

Wine entry pack
2021

Who are we?

The IWSC has been **tasting and reviewing** the world's finest wine and spirits for **over 50 years**. In that time, it has earned a reputation for innovation and engagement, as well as for unbiased, meticulous and **authoritative judging**.

When the IWSC was established in 1969, under the name **Club Oenologique**, its ambition to bring the **best-in-show** to the attention of **consumers worldwide** made it an industry pioneer.

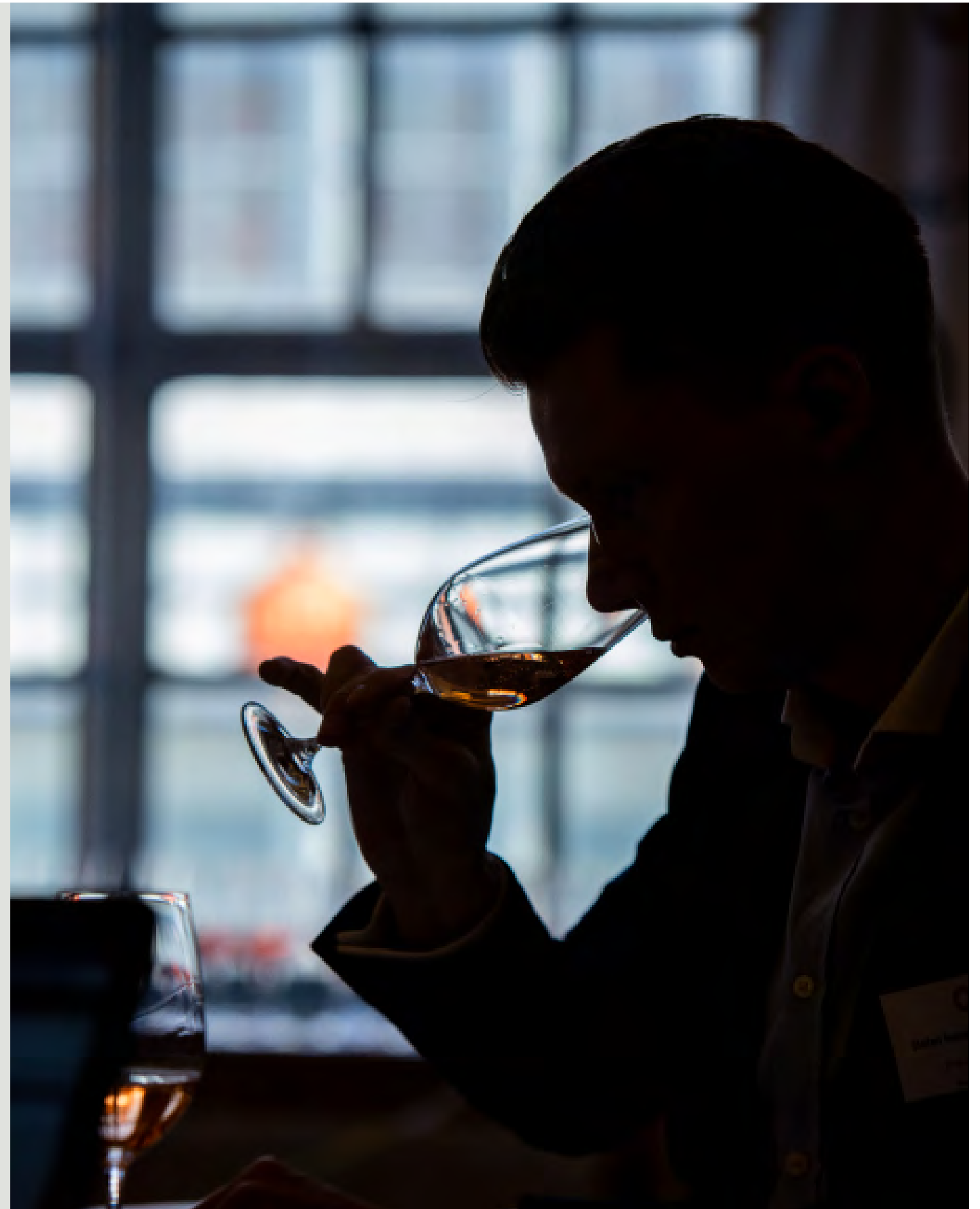
Why choose the IWSC?

Not only does the IWSC act as a third-party endorsement from the best in the industry, but it also helps consumers to make smarter drinking choices.



“If I find a great wine when judging, the first thing I do is look at who is bringing the wine in. IWSC not only influences our [buying] decisions, but it makes our decisions easier. If you’ve tried a good wine, of course you’re going to try to buy it.”

Stefan Neumann MS –
Director of Wine, Dinner by Heston Blumenthal





Who are the IWSC experts?

We will help you to engage with

- Leading sommeliers
- Influencers from every sector of the international wine trade
- Buyers for the on-trade and off-trade
- Importers and distributors
- Industry experts
- Critics

Our panels consist of

- Over **40%** of our judges are **MW and MS**
- **60%** of our judges are **buyers** for the on-trade and/or off-trade
- **45%** of our judges work or consult for **importers/distributors**
- **30%** of our judges are leading **sommeliers**
- **100%** of our judges are **industry experts and leaders** in their fields

Based on 2020 judging

“The IWSC has panels packed full of Master Sommeliers, Masters of Wine, people who are at the top of their game. Many of these people are here for their blind tasting ability specifically, but also because they are leaders in their field. “

Mick O’Connell MW

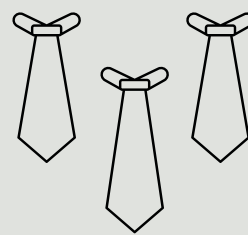
*To see how the IWSC judging process works,
scan here:*



What sets the IWSC apart?

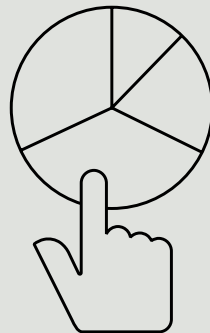
Our experts:

we work with some of the world's most eminent wine professionals.



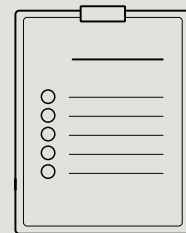
Market segmentation:

we ask you to tell us about your distribution channels. IWSC will ensure your wines are put in front of the relevant decision-makers.



Transparency:

producers receive the list of experts who assessed and tasted their wines.



Our heritage:

more than 50 years of experience at tasting and reviewing wines and spirits.



Our tastings:

capped at 65 samples per day, to prevent palate fatigue, all samples served double-blind.



Linking gatekeepers and producers:

our experts are provided with full details of all wines tasted that are relevant to their target market.



How does the IWSC promote your award?

Winning an IWSC award is the ultimate 3rd party endorsement.

And we can help via

- Year-round social media campaigns across our IWSC and Club Oenologique.
- IWSC e-newsletters promoting your win to a global audience.
- Profiles and videos, published on IWSC and Club Oenologique.
- A selection of winners featured in Club Oenologique magazine.
- All awards listed on our website, with features on top wines and producers.
- Results shared to 3rd party media guaranteeing widespread coverage.
- Winners broadcasted through international press release.



How does the IWSC promote your award?

6500 +

subscribers to our IWSC newsletter

1.2 million

website page views a year

15 000

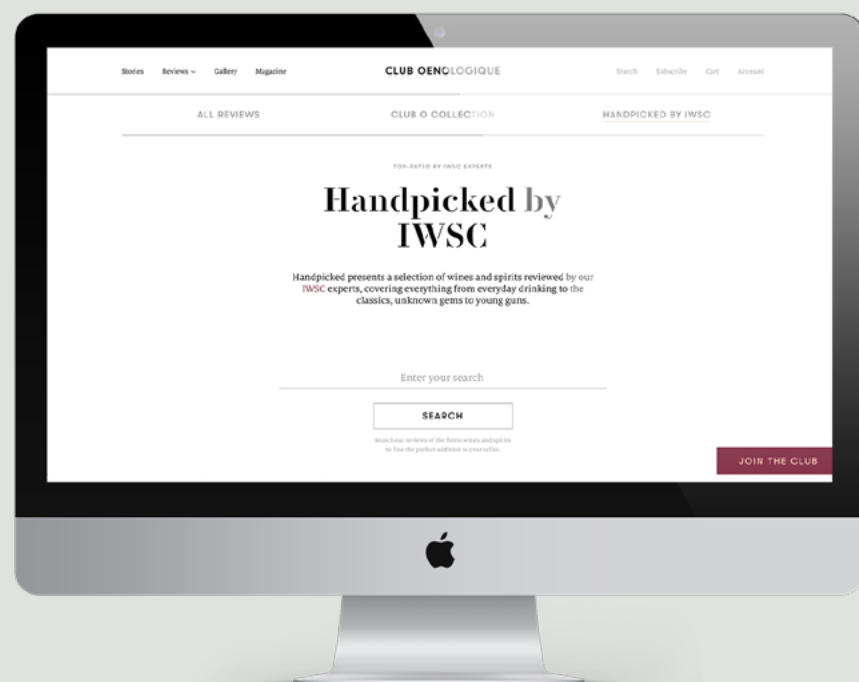
copies of Club Oenologique magazine

40 000 +

social media reach

500

wine and spirit influencers



Key dates

	Entry Deadline	Hellmann Shipping Deadline	Direct Shipping Deadline
Northern Hemisphere Wines & Sake	17th March	17th March	6th April
South African Wines	1st Sept	21st July	8th Sept
Southern Hemisphere Wines	1st Sept	1st Sept	8th Sept
Wine Based Flavoured Drinks	1st Sept	1st Sept	8th Sept
No & Low Alcohol Wines	1st Sept	1st Sept	8th Sept
Design Awards	1st Sept	1st Sept	8th Sept

Entry fees

How much does it cost?

Online entry:

£145/entry + VAT*

Offline entry:

£175/entry + VAT*

Design Awards:

£69/entry + VAT*

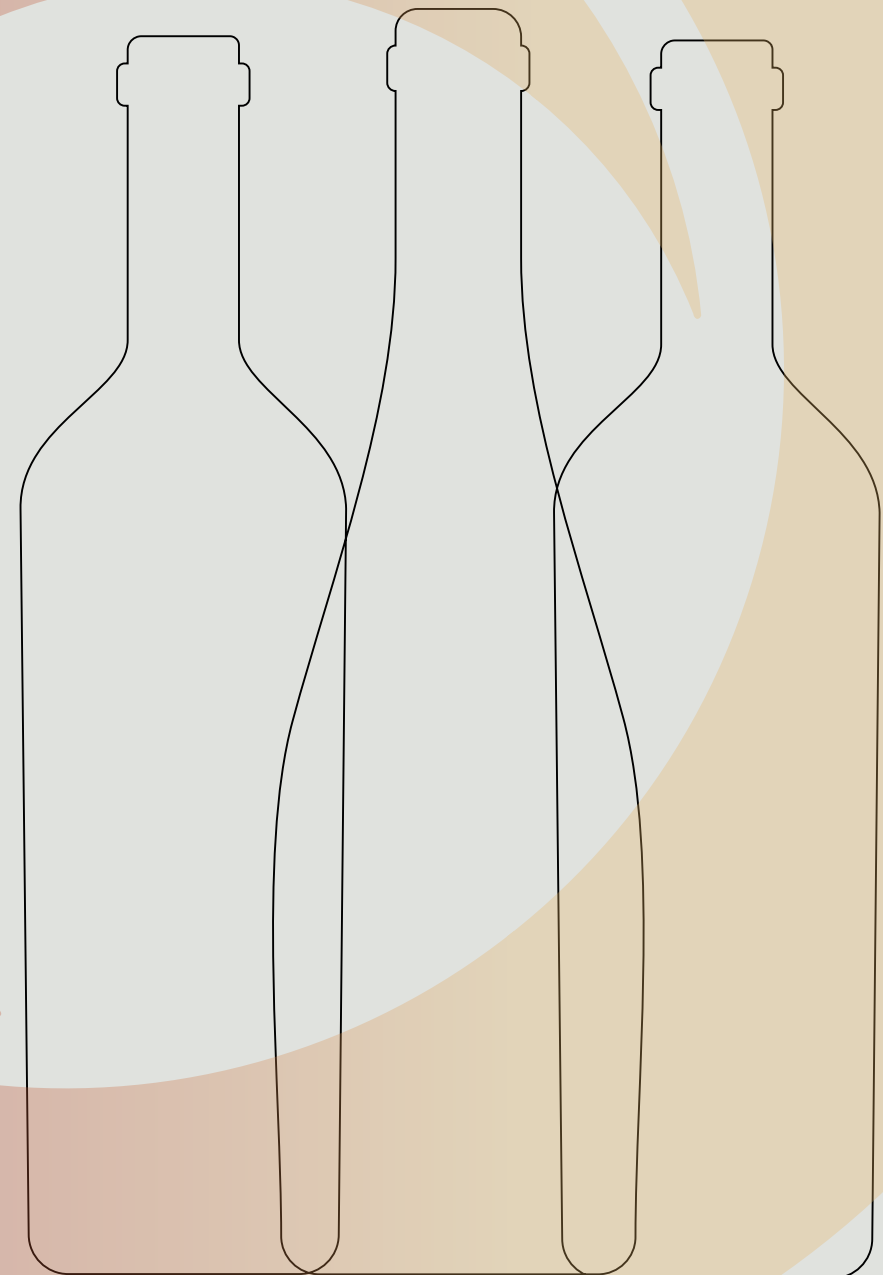
**if applicable*

How many samples do I need to send?

Wine & Sake: three samples per entry

Vermouth: two samples per entry

We ask for three bottles in case a wine is faulty or damaged.
If a wine is put forward for a trophy, we will use one of the extra.
Spare bottles are used for promotional activities.



Shipping Samples

Consolidated shipment is the most cost-effective way to ship your samples to the IWSC. Simply ship your samples to the address listed on our website and Hellmann Worldwide Logistics will deliver the bottles to us.



Shipping options

1. **Consolidated shipping** – Hellmann Worldwide Logistics.
2. **UK Distributor** – If you have a UK distributor, you can send us your samples from there
3. **Independent** - Please note you will be responsible for all costs, taxes and duties

Northern Hemisphere wines: **£53/entry**

Southern Hemisphere wines: **£60/entry**

If you have questions regarding shipping your wines, [click here](#) to find out more about it.

Connect with us

Sales & Events:

Veronique de Freitas - veronique.defreitas@iwsc.net

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Dimple Athavia- dimple.athavia@iwsc.net

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Or reach us by telephone at +442081546989 or email at info@iwsc.net

Find us

Our websites:

www.iwsc.net

www.cluboenologique.com

Find IWSC on *Instagram, Twitter, Facebook* and *LinkedIn* with **@theiwsc**

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THE CONVERSION GROUP

IWSC is part of the Conversion Group.

The Conversion Group businesses have a significant footprint across the UK, US, Europe and Asia



US

- Atlanta Food & Wine Festival
- Club Oenologique US dinner series
- Cochon 555
- Heritage Fire
- La Paulée & Pressoir Wine
- Whiskies of the World
- Wine Riot
- New York Craft Beer Festival
- Agency 21 Consulting

UK

- Académie du Vin Library
- Club Oenologique
- IWSC
- Fine + Rare Wines
- The Spirit Lounge
- The Whisky Lounge

Asia

- HKIWSC
- Fine + Rare Home

Constantly growing and building, The Conversion Group is a globally recognised organisation operating in the luxury lifestyle and creative space. Our exciting portfolio of brands includes a broad selection of wine and spirits businesses.