



# 2025 WINNERS' GUIDE

COMPETITION. CONNECTION. COMMUNITY

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# CONGRATULATIONS ON YOUR IWSC AWARD!

## Now, what's next?

With 90% of our judges being active buyers and industry leaders, an IWSC medal is not a participation trophy - it's recognition by the people who shape markets, influence trends and position your drink on the global podium.

***"The IWSC is, and should, be the gold standard" -  
Rebecca Palmer, IWSC Judge, Associate Director & Buyer  
at Corney & Barrow***





# UNDERSTANDING YOUR GOLD, SILVER OR BRONZE MEDAL



## Bronze Medal **85–89 Points**

A perfectly well-made drink which provides an enjoyable drinking experience.

Earning a Bronze medal at the IWSC signifies quality and can lead to valuable opportunities - such as new listings with top retailers. Discover how Bronze winners secured major retail listings:

[iwsc.net/case-study-austrian-wine-producers-secure-new-uk-listings](https://iwsc.net/case-study-austrian-wine-producers-secure-new-uk-listings)

### What does a Bronze mean?

*"This is a wine with structure, interest and one you'd happily order a second glass of."* - **Alex Hunt MW**

*"We see potential. You're on the right track - next year, it could be Silver or Gold."* - **Dawn Davies MW**



## Silver Medal **90–94 Points**

An accomplished drink with considerable personality, character and complexity. A classic example of its style or variety.

### What does a Silver mean?

*"In my opinion, an IWSC Silver is like a Gold elsewhere - the standards are higher."* - **Dirceu Vianna Junior MW**

*"To achieve a silver, you really have to nail a lot of technical aspects."* - **Olivier Ward**





## Gold Medal 95–100 Points

An excellent drink with great personality.  
An example that stands out among its peers.



### What does a Gold mean?

*“A Gold medal winner stands out. It excites you - you want to know what it is and where to buy it.”* - **Dirceu Vianna Junior MW**

*“Gold is the va-va-voom. It makes you smile.”* - **Dawn Davies MW**



Watch To Learn More:

[How to win an IWSC medal - Spirits](#)

[How to win an IWSC medal - Wine](#)



# COMMERCIAL IMPACT OF WINNING AN IWSC MEDAL

IWSC medal-winning wines and spirits gain global recognition, boosting their reputation and opening doors to new market opportunities. This includes industry partnerships, exclusive listings with retailers, and attracting attention from both leaders and consumers.

## Case Study Success:

- **Botivo (Non-Alcoholic Drinks):** IWSC success helped secure key retail listings (Waitrose) and close a major investment round. [Read more](#)
- **Downton Distillery (Spirits):** Saw an 830% increase in sales after winning an IWSC medal, selling out their stock and needing to produce more. [Read more](#)
- **Austrian Wine Producers (Seegut Lentsch and Esterhazy):** Secured new UK market listings after their success at IWSC. [Read more](#)
- **Trevethan Gin:** Their IWSC Gin Producer Trophy helped secure national listings with major UK supermarkets. [Read more](#)
- **Langham Wine Estate:** After winning Sparkling Wine Producer of the Year, sales grew twelvefold in just one week, attracting international orders and enabling accelerated investment in production facilities. [Read more](#)



From Awards to  
Market Success:  
Read our Winning  
CASE STUDIES





# OUR COMMITMENT TO OUR ENTRANTS



# CLUB OENOLOGIQUE | CONSUMER PLATFORM: THE HOME OF THE IWSC

**Club Oenologique** connects discerning wine and spirits enthusiasts with the world's finest drinks. As the IWSC's dedicated consumer platform, it offers unparalleled exposure to award-winning drinks through multiple channels:

- **Spotlight on Winners:** Featured articles and profiles showcasing IWSC winners across wine, spirits, and alternative drinks.
- **Expert Insights & Trends:** Thoughtful articles highlighting emerging trends, regions, and influential producers.
- **IWSC Hall of Fame:** A prestigious section celebrating the top-performing producers and their exceptional achievements.
- **Engaged Community:** Reach a global, highly engaged audience of passionate consumers and industry insiders.
- **Multi-Channel Engagement:**

Digital Platform | Social Media | Podcast | Print Magazine





# DEDICATED UK PR CAMPAIGN

As part of our ongoing mission to raise the profile of IWSC award-winners and enhance consumer recognition, we are working with one of the UK's leading consumer lifestyle PR agencies, [Clarion Communications](#).

## What will we do for our IWSC winners?

### Drive Value for Winners

Secure impactful media coverage and influencer support for award-winning drinks - especially those with UK listings - through:

- National and lifestyle media placements
- Social media amplification
- Smart, trend-led product placements
- Dedicated campaigns aligned with seasonal calendar moments

### Create Consumer Buzz

- Compelling, consumer-focused storytelling and expert recommendations
- Wine & Spirits Influencer Programme

This dedicated PR initiative reflects our ongoing commitment to ensure your IWSC medal delivers visibility, credibility and commercial value.

# GoodtoKnow

## Best white wines: 13 award-winning supermarket wines under £10

The best bargain wines for 2023 from Tesco, Morrisons, Aldi, Iceland and more...



5. Tesco Finest Pinot Grigio Blush  
RRP: £7 | Award: IWSC Silver  
"Deliciously light and very glugable. No bitter after-taste," one Tesco customer wrote about this particular bottle of Pinot Grigio Blush. Part of the supermarket's finest range for a reason, this crisp and peachy Italian rose picked up a

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## WHAT MAKES A GOLD STANDARD WINE? 86% OF BRITS BELIEVE 'PRICE AND LABEL' INDICATE TOP QUALITY VINO

- Consumer research by International Wine & Spirit Competition (IWSC) reveals that 76% think colour of the wine displays quality
- IWSC judge and wine expert, David Kermode, shares top tips on how to sniff out quality vino, and shares hero picks from this year's award winners



# THE WORLD WHISKY EXPERIENCE

## The Event

This is IWSC & Club Oenologique's flagship consumer whisky event, reimagined for today's global whisky scene. It offers an immersive and vibrant platform for whisky lovers and producers alike.

Media coverage across key lifestyle platforms with over 1 million reach

[The World Whisky Experience - Club Oenologique](#)

## IWSC Winners' Showcase Stand

A dedicated space on the tasting floor will highlight **award-winning whiskies from the IWSC** - giving medal-winning brands additional visibility and helping consumers discover and taste the best of the best, as judged by IWSC's expert panels.

*"Every dram told a story, making every sip a bit of an adventure."* Endre Buzogany, Founder - Luxfanzine

**600+**  
Attendees  
over 2 days

**382k+**  
Paid social  
impressions

**200k+**  
Individuals  
reached

**11**  
Influencers  
generating;  
**48.5k+**  
Reach

**108k+**  
Impressions





# UK BUYER EXPOSURE

## 1. Shining the Spotlight:

Showcasing winners via the IWSC trade platform and social media channels.

## 2. Reaching Decision Makers:

Sharing IWSC results directly with UK trade professionals and buyers.

## 3. [UK Representative Directory](#):

A curated tool for medal-winning producers seeking UK distribution. Featuring those with 2+ IWSC medals, it showcases wines with tasting notes, product details, and contact info - shared regularly with key UK importers and distributors.

## 4. Partnered Trade Promotions:

Collaborative activities with [The Buyer](#) – the UK’s leading digital platform for the drinks trade – featuring IWSC winners.

## 5. Trade Event Engagement:

The IWSC hosts walk-around tastings and masterclasses at key trade shows including the [London Wine Fair](#), [Wine Paris](#), [Vinitaly](#), [Bar Convent London](#) and [The Old Vine Conference](#) - offering direct exposure to a global trade audience.

### How Buyers Use Our Results

*“The IWSC doesn’t hand out medals like candy. Its rigorous judging makes it one of the most trusted competitions. I regularly use their results when scouting for new wines - and the ability to filter them is a huge time-saver.”*

– Maggie Macpherson, Jeroboam

*“As an IWSC judge, I know how thorough the process is. IWSC medals are a reliable mark of quality - I’ve confidently added several winners to my wine lists.”*

– Matteo Montone MS, Maison Estelle Group & Gleneagles



# US ACTIVITIES

## 1. Forbes Partnership

Exclusive partnership with **Forbes**, a globally renowned business and lifestyle publication, offering your brand exposure to millions of affluent, engaged readers and industry decision-makers.

## 2. Dedicated US PR Support

Booze PR will promote IWSC winners to US consumers through a multi-channel campaign, including:

- Influencer campaign
- Media outreach
- Consumer campaigns
- Event PR
- Strategic visibility

## 3. Whiskies of the World Event

A prime opportunity to reach the U.S.'s most engaged whiskey enthusiasts. Award-winning whiskies are invited to showcase at Whiskies of the World - America's leading tasting tour - across four key markets: **San Francisco, Chicago, Seattle** and **Pebble Beach**.

### Forbes Digital & Social

**109.2M**  
Global  
Monthly  
Uniques

**70.6M**  
U.S. Visitors

**53M+**  
Social  
Footprint

### Whiskies of the World Events

**1,100+**  
high-income  
whiskey enthusiasts  
and buyers per  
event

**\$170K**  
average household  
income

Visit Whiskies of the World  
<https://www.whiskiesoftheworld.com/>



# ASIA ACTIVITIES

## 1. **Éclat Partnership**

### ***Our dedicated Asian-based marketing and PR agency***

A leading Hong Kong-based agency specialising in brand management, media and communications across Asian markets. Éclat manages our WeChat and Weibo accounts, delivering strategic coverage through advertorials, influencer campaigns and partnerships with key media outlets - promoting the IWSC and its winners throughout Greater China.

## 2. **Vino Joy promotion**

The IWSC has partnered with Vino Joy - the leading English-language news platform for China and Asia's wine markets. Run by Chinese wine journalists and trusted across the industry, Vino Joy reaches a highly engaged trade audience in both English and Chinese.

IWSC winners will be prominently showcased on Vino Joy's platform, offering unmatched visibility in Asia's most influential wine and spirits media outlet.

Vino Joy

**15,000**  
Newsletter  
subscriber  
numbers

**35,000**  
monthly  
page views

**418,000**  
monthly  
google  
impressions

# WHAT CAN YOU DO TO MAXIMISE YOUR IWSC VICTORY?

## **Your medal is just the beginning of your success story**

Your IWSC award gives you powerful industry recognition, but the greatest commercial impact comes when you actively integrate it into your marketing strategy. Producers who successfully leverage their medals through consistent promotion achieve the most significant sales results and buyer engagement.

*“It’s always struck me as ironic - producers go to the effort and expense of entering a prestigious competition like the IWSC, win a medal, and then choose not to use it. A well-placed sticker isn’t just decoration - it’s a mark of quality that consumers trust.” - John Hoskins MW*



# START USING YOUR IWSC MEDAL TODAY

Your IWSC award is your passport to global recognition - a prestigious seal of approval trusted worldwide.

To help your brand shine on the international stage, you now have access to an exclusive winner's package that includes:

## OFFICIAL CERTIFICATE

### Digital Certificate:

FREE download from your account.

### Premium Printed Certificate:

Available to order on A3 Diamond White Triple Coated 400gsm FSC Silk Cardstock with metallic accents (international shipping available; duties and taxes may apply).

## EXPERT TASTING NOTES & SCORES

### Winners:

Detailed tasting notes and scores from named judges available in your account and on public results pages.

### No-Medal Entrants:

Feedback will be emailed directly and kept confidential.

## DIGITAL ARTWORK & STICKERS

### Low-Resolution Medal Artwork:

FREE download for social media and digital use.

### High-Resolution Medal Artwork:

£145 (includes printing licence for bottle labels or self-printing stickers; custom quotes available for large orders).

**Bottle Stickers:** Professional-quality printed stickers available to order (custom specifications for large orders).



# SOCIAL MEDIA: SHARING YOUR WIN

Don't have a social media manager? No problem. Your IWSC win is a powerful story waiting to be shared. Here are proven tactics to help you spread the news and captivate your audience:

## SHARE YOUR VICTORY

- Post your win across all channels
- Share a photo of your winning drink featuring the medal artwork
- Tag [@theiwsc](#) and #IWSC so we can share your win

## VISUAL EXCELLENCE

- Update cover photos on Facebook, X and LinkedIn to include medal artwork
- Create engaging photo moments

## PRO TIPS

- Share links to press coverage
- Share behind-the-scenes stories
- Read our [insight report](#) on social media campaigns for key takeaways and tips





# LEVERAGE YOUR VICTORY

Make your IWSC award work harder for your brand. Here's how to leverage your victory across all marketing channels:

## Press & Digital

- Create buzz with a winning press release
- A news article on your platforms and sent to your database
- Engage your customer database
- An advert to promote your award(s) (e.g. a web banner, display ad, or third-party collaboration)

## Retail Impact

- Partner with retailers for in-store promotion
- Showcase medal artwork on point-of-sale
- Collaborate with distributors
- Create winning shelf displays

## Experience

- Host celebratory tastings
- Showcase your award-winning range
- Tell your victory story







MEDIA OPPORTUNITIES



# HOW WE CAN HELP

Your IWSC win deserves to be celebrated far and wide. We're here to help showcase your achievement across multiple channels, reaching key industry players and engaged consumers worldwide. Here's how we can help:

## CONSUMER SOCIAL MEDIA SPOTLIGHT

Reach over 70,500 engaged drinks enthusiasts across our powerful social platforms.

## CONSUMER EXPERT REVIEW VIDEO

Have your winning drink professionally presented by a leading industry expert.

## CONSUMER THE DRINKING HOUR PODCAST FEATURE

Share your story with our global audience of drinks aficionados.

## CONSUMER CLUB OENOLOGIQUE COVERAGE

Get featured on our prestigious digital platform and luxury print magazine, reaching discerning drinks lovers worldwide.

## TRADE TARGETED TRADE COMMUNICATIONS

Connect directly with key decision-makers through our specialist campaigns.

## TRADE PRESS EVENTS & TASTINGS

Present your award-winning drink to influential media and trade professionals.



# BEYOND YOUR AWARD: CONSULTING SERVICES

Transform your IWSC win into sustainable business success.  
Our world-class experts are ready to guide your journey with personalised support across four key areas:

“Working with the IWSC and their Gin expert gave us new confidence in our NPD and liquid development - something we lacked before.”  
– **Charter Brands**

“The sessions with the buyers were incredibly valuable. Their preparation, openness and feedback are exactly why we joined this IWSC initiative.”  
– **Brown Family Wine Group**

## BRAND DEVELOPMENT

One-to-one strategic workshops to build your brand's identity and competitive edge.

## MARKET ENTRY STRATEGY

Expert guidance on pricing, distribution, and creating compelling commercial proposals.

## PRODUCT EXCELLENCE

Independent benchmarking and constructive feedback from leading buyers.

## MARKETING MASTERY

Tailored campaign development and social media strategy.



# DEDICATED PR PACKAGE FOR PRODUCERS DISTRIBUTED IN UK

Getting your products into the UK is a major milestone, but to stand out, your brand needs proactive promotion. Our **Dedicated PR Package** works alongside your distributor's efforts, ensuring your brand rises above the competition. Through a **tailored PR campaign**, we'll boost your visibility, increase consumer awareness, and help your distributor make your brand shine in a competitive market.

## 1. IWSC Champions PR Package

- Bespoke PR support, including brand story development, media introductions, press materials, interviews, and content creation to elevate your brand.

## 2. IWSC Virtual Tasting

- Showcase your award-winning drinks to UK press and influencers through a curated online tasting, with strategic story development and media coverage secured by **Major PR**.

## 3. IWSC DIY PR Masterclass

- Hands-on workshop to help you manage your own PR, covering PR fundamentals, press materials, and practical tips to enhance your brand's visibility.







# IWSC AWARDS CEREMONY | 12TH NOVEMBER 2025

Join us for the drinks industry's most prestigious celebration, where award-winning producers meet influential buyers, renowned judges, and industry leaders. We offer IWSC winners the opportunity to be in the spotlight, showcase your brand, and interact with attendees through the following activities:

**Audience:**

- 500 Attendees from all over the world
- Key stakeholders from leading companies across the drinks industry
- High-profile IWSC judges and decision-makers

**Impact on Brands:**

- Extensive international exposure and enhanced brand visibility
- Unparalleled networking with top industry leaders and buyers
- Association with excellence through alignment with IWSC’s prestige

**What We Do at IWSC Ceremony:**

- Showcase an extensive tasting of Gold medal winners – the highlight of the evening
- Host a celebratory evening with live music, cocktails, wine, and alternative beverages - a festive gathering for the entire industry
- Announce the Best Producer trophies



<p><b>SPONSORSHIP</b></p> <p>Stand out from the crowd. Let's create a bespoke package that puts your brand centre stage at the industry's most prestigious event.</p>	<p><b><u>BUY TICKETS</u></b></p> <p>Be part of drinks industry history. Join 500+ global industry leaders for an unforgettable evening of celebration</p>	<p><b>BRANDING</b></p> <p>Make a lasting impression. Your brand in lights on our central stage and throughout this iconic London venue.</p>
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# UK SOMMELIER OF THE YEAR COMPETITION

The UK Sommelier of the Year competition, established in 1980, is one of the most prestigious events in the hospitality industry, celebrating the talent, knowledge and service excellence of sommeliers across the country. The IWSC is proud to take ownership of this long-standing competition, working in partnership with the UK Sommelier Academy to host this annual event.

## Audience

- Professional sommeliers and waiting staff across the UK
- Hospitality leaders and buyers
- Influential voices in food, wine, and service
- Live audience of 200 attendees from the hospitality industry

## How We Expose IWSC Winners

- Brand visibility at live events: IWSC branding throughout the competition venue
- Sponsorship packages: Opportunities for product placement, stands, and category trophies
- Social & digital exposure: Mentions across IWSC social media and newsletters
- Direct engagement: Network events with top sommeliers and past winners
- Content opportunities: Inclusion in IWSC newsletters (up to 3 per year for sponsors)





# IWSC DRINKS RETAILER AWARDS

## About the Competition

Launched in 2024, these awards spotlight UK supermarkets and retailers that go beyond sales - recognising innovation, sustainability, and consumer satisfaction in their drinks offering. Judged through a rigorous 360-degree process, this initiative sets a new standard for measuring retailer success across physical stores, online experiences, and supplier relations.

## How IWSC Winners Gain Exposure

IWSC winners listed in- or targeting - the supermarket & retailer channel can:

- Showcase their award-winning drinks at the ceremony
- Align with retail excellence and stand out among competitors
- Network with top retail buyers and decision-makers

*"We made more valuable connections at the live ceremony than over three days at Wine Paris!"* - Nips & Sips

## [Watch highlights from the event](#)

## Supermarket Success Insights

Thinking of entering the multiple retail space?

- Access our **step-by-step tutorial** with top tips on working with supermarkets and large-scale drinks specialists:

[iwsc-insight-series.teachable.com/p/iwsc-insight-series-supermarkets-large-scale-drinks-specialists](https://iwsc-insight-series.teachable.com/p/iwsc-insight-series-supermarkets-large-scale-drinks-specialists)





# IWSC EMERGING TALENTS

### About The Competition:

IWSC's Emerging Talent Awards recognise the most exciting rising stars across the global drinks industry. These awards spotlight new talent and provide a platform for industry recognition. Each of the six winners receives a £2,500 travel bursary to support further learning and career development. Open to all ages and professions within the drinks trade.

### Award Categories

- **Emerging Talent in Spirits Communication:** For innovative communicators in the spirits industry
- **Emerging Talent in Bartending:** Recognising creativity and trendsetting in the bar world
- **Emerging Talent in Wine Communication:** For new voices sharing wine knowledge in creative ways
- **Emerging Talent in Wine:** For individuals making an impact in the wine industry beyond on-trade and communications
- **Emerging Talent in Spirits:** For rising stars in the spirits industry outside on-trade and communications
- **Emerging Talent in Wine Hospitality:** For those redefining customer experience with wine in hospitality

### The Audience:

Through our Emerging Talents initiative, we provide brands a chance to align with the next generation of drinks professionals. Sponsors gain visibility through event branding, media coverage, and curated activations showcasing their support for innovation, mentorship and the future of the industry.



**Reece Sims**  
Emerging Talent in Spirits Communication



**Tinashe Musora**  
Emerging Talent in Wine Hospitality



**Jessica Summer**  
Emerging Talent in Wine.

**Total no of entries:**  
Over 150

**Total no of countries:**  
25



# RATE CARD

Item	Target audience		IWSC preferential rate
World Whisky Experience - London	Consumer	Event	from £295
Whisky of the World Events - USA	Consumer	Event	from £500
Social Media Campaigns	Consumer	Digital	from £500
Expert Review Videos	Consumer	Digital	from £1.5K
A special edition of the Drinking Hour Podcast	Consumer	Digital	from £750
Club Oenologique partnership/advertorial articles	Consumer	Digital	from £1.5K
Print partnership (incl. display ad, advertorial)	Consumer	Print	from £3K
Targeted Trade Campaign	Trade	Digital	from £1K
Press events/tastings	Trade	Event	from £3K
Digital seminar for trade audience	Trade	Event	from £3.5K
Consultancy services	Trade	Services	from £1.5K
Dedicated PR package	Trade/Consumer	PR	from £7K
DIY PR Masterclass	Trade/Consumer	PR	from £500
IWSC Awards Ceremony	Trade	Event	from price of ticket
UK Sommelier Competition	Trade	Event	from £1.5K
Drinks Supermarket	Trade	Event	from £3K
Emerging Talents	Trade	Event	from £3K



**For rates and any queries you may have, please contact us:**

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