

IWSC NORTH AMERICAN WHISKEY & RTD JUDGING IN KENTUCKY 2024

ENTER NOW

Showcase your whiskey & RTD in front of international and US decision-makers. Build industry connections. Bring a global spotlight to your brand.

Since 1969, the IWSC has been one of the most respected drinks competitions in the world. We run a tightly structured, rigorous tasting process carried out by the world's leading experts. An IWSC medal is an industry-recognised seal of approval for trade and consumers alike. We are thrilled that this year we are bringing our coveted awards to Kentucky.

Why enter the IWSC Judging in Kentucky?

The IWSC Judging in Kentucky will offer its entrants unprecedented opportunities to build industry connections, get new listings and increase their brand awareness via extensive media campaigns held in the US and internationally:

- **Exposure to the drinks industry's key decision-makers** – our judges. Our panel includes internationally renowned Master Blenders and Master Distillers, drinks journalists and influencers, as well as **key US distributors and buyers** from the on-trade and off-trade.
- **Building industry connections.** Following the blind tasting, we reveal the names of the medal winners to our judges. Likewise, we reveal the names of the judges who tasted your drinks. This often ignites **international collaborations** and helps our winners get **new listings**.
- **Growing your presence in the UK market:** our whiskey winners will be considered for potential listings with one of the UK's leading on-trade distributors – Enotria&Coe and their retail branch, Spirits Kiosk.
- **Year-round US and international media coverage.** IWSC winners are regularly featured in key media, from Forbes to Time Out and many others. Our Kentucky Judging results will gain its own PR spotlight, outside our London Judging results, maximizing the exposure for our North American winners.
- **Dedicated Bourbon Producer Trophy.** All shortlisted producers will benefit from exposure to international trade via our website and social media. The winner will be announced at our annual Awards Celebration, coined by the trade as the "Oscars of the drinks industry", and featured in our consumer magazine, **Club Oenologique**.
- **Dedicated year-round promotional campaign**, showcasing our North American winners across our channels:



Timeline

18 July
2024

Entry deadline

1 - 25
Aug
2024

Delivery window

9 – 13
Sept
2024

IWSC Judging in Kentucky

16
Sept
2024

Results announced



Social Media
70,000+
reach



IWSC Website
2+ million
global page
views



IWSC Newsletter
20,500+
subscribers



Podcast
25,500+
downloads



Club Oenologique
1.4 million
global page views