



## The IWSC unveils shortlist for Spirits Communicator of the Year

Sponsored by



**London, August 2017:** Ahead of the International Wine & Spirit Competition's Annual Awards Banquet, the much-anticipated shortlist for the **Spirits Communicator of the Year Award**, sponsored by Chivas Brothers, has been announced. Made up of five renowned industry experts, this crème-de-la-crème of the spirits world have a collective 77 years under their belts of educating the public in their favourite subject matter.

The winner will be announced at the Annual Awards Banquet on the 15<sup>th</sup> November, and this year's shortlisted individuals are as follows:



- **Neil Ridley & Joel Harrison** – Renowned drinks writers and commentators, best-known for their unwavering passion for fine spirits and cocktails
- **Dave Broom** – 12-time revered spirits author, journalist and educator. Lover of all spirits, with a particular penchant for whisky thanks to his staunch Glaswegian roots
- **Olivier Ward** – Gin aficionado, and co-founder of Gin Foundry – a compendium of gin information and commentary. Well-recognised as the resident gin expert on popular Channel 4 programme, Sunday Brunch
- **Amanda Victoria** – Described as ‘the face of elegant drinking’, with a background in bartending and a revivalist of the aperitif. Communications Director at The Scotch Malt Whisky Society and founder of popular drinks blog, Aperitif Hour

This prestigious IWSC award is highly coveted amongst industry professionals and has been inundated with nominations this year. The awards body is set apart by the formidable reputation of its judging process. A carefully selected panel of industry experts, Master Distillers, Masters of Wine, wine and spirit buyers and sommeliers are brought together to assess the entries, announce the shortlist and determine the winner.

Richard Stoppard, CEO Partner Businesses & Group CMO IWSC GROUP, says, *“The world of communications is becoming more and more diverse, with an ever-increasing number of platforms available for experts to broadcast their message. We are pleased to have the opportunity, thanks to our sponsor Chivas Brothers, to recognise the top talent in this field. We were hugely impressed with the four shortlisted entries, all of whom have proved, against tough competition, their ability to successfully harness the modern world of communicating to convey their message about an age-old topic; spirits”*.

The shortlisted nominees were announced on the 26<sup>th</sup> July at the IWSC’s Annual Spirits Tasting at Vintners’ Hall. This year saw a record number of entries to the Spirits Tasting Awards – a huge 20% more than previous years – as well as the introduction of some exciting new categories, such as Rum & Cola, Whisky & Ginger, and a Mezcal Trophy.



With the world of spirits continuing to grow and expand in line with shifting trends, the job of a communicator has never been more important. The Spirits Communicator of the Year award is designed to recognise the individuals whose unique skills and knowledge have enabled them to make an exceptional contribution towards increasing public awareness and interest within this dynamic industry.

- ENDS -

#### **Notes to Editors**

##### **About the International Wine & Spirit Competition**

- Established in 1969, The International Wine & Spirit Competition (IWSC) was the first competition of its kind, set up to seek out, reward and promote the world's best wines, spirits and liqueurs. Now in its 48<sup>th</sup> year, The IWSC's relentless pursuit of excellence underpins every aspect of the competition today
- The IWSC is set apart by the formidable reputation of its judging process. Panels are made up of carefully selected industry experts including Master Distillers, Masters of Wine, wine and spirit buyers and sommeliers; WSET qualified educators and respected wine and spirit journalists. Every single wine and spirit is blind tasted and assessed on its own merit within the context of its class
- Currently receiving entries from 81 countries, the IWSC is truly international in its reach and recognition
- The IWSC's partners around the world work throughout the year to drive awareness and promote winners to both trade and consumer audiences
- With 48 years' heritage, an IWSC Award is recognised internationally as a badge of quality

##### **For more information, please contact:**

Rachel Watt

W Communications

E: [iwsc@wcommunications.co.uk](mailto:iwsc@wcommunications.co.uk)

T: +447963 000 727

Jon Black

International Wine & Spirit Competition

E: [Jon.Black@iwscgroup.com](mailto:Jon.Black@iwscgroup.com)

T: +44203 176 6461