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|  | Spirits Distributor of the Year |
| Text, letter  Description automatically generated |  |

# This award is sponsored by Karuizawa Distillers

# Entry Form 2022

The IWSC invites spirit distributors to take part in our Spirit Distributor of the Year trophy, free of charge. Please complete the form below. The award will be based on your company’s achievement in the last 12 months.

A spirit distributor can be a spirit brand owner, a spirit distributor agency or a route-to-market wholesaler. They do not have to be importers.

A company’s turnover will be considered to ensure fair judging across the board.

This award is open to all distributors, entry into the IWSC tasting competition is no required.

**Please return completed forms to** [**kristen.dougall@iwsc.net**](mailto:kristen.dougall@iwsc.net) **no later than Friday 18 March 2022.**

**Please send any additional online materials via WeTransfer.**

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| **COMPANY INFORMATION** | | | |
| Contact name: | |  | |
| Contact email address: | |  | |
| Company name: | |  |  |
| Company address: | |  |  |
| Company phone number: | |  |  |
| Company turnover: | |  |  |
|  | |  |  |
| * Small Distributor – turnover of less than £6 million * Medium Distributor – turnover between £6 million - £20 million * Large Distributor – turnover greater than £20 million.   *(If you are on the boundary of a category, it is best to enter the category below).*  **Judging will take place the last week of March and the winner announced 7/8 April.** | | | |
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| **ABOUT YOUR COMPANY** |
| **What are your company’s ethos and three key values?** (max 100 words)   |  | | --- | |  |   **Who are your customers and how do you engage with them?** (max 200 words)   |  | | --- | |  |   **What have you done in the last 12 months that sets you apart from your competitors?** (max 200 words)   |  | | --- | |  |   **What spirit and other training do you offer your staff and customers?** (max 100 words)   |  | | --- | |  | |

**How are you planning to grow the business portfolio in the next 12 months?** (max 200 words)

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| **SUSTAINABILITY** |
| **What have you done to reduce your business’ impact on the environment?** (max 200 words)   |  | | --- | |  |   **What is your business’ environmental goal?** (max 100 words)   |  | | --- | |  | |

Please include any photos relevant to your answers – please only send up to a maximum of 10 photos for this section.

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| **SPIRITS RANGE** |
| **How many different brands and categories do you represent?** (max 100 words)   |  | | --- | |  |   **Which new brands have your signed recently or plan to sign? What was the rationale behind selecting them?** (max 100 words)   |  | | --- | |  |   **What are your marketing and promotional strategies for any new brands you sign up?** (max 200 words)   |  | | --- | |  | |

Please include any photos relevant to your answers – please only send up to a maximum of 10 photos for this section.

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| **WHY YOU?** |
| **What are the top three recent, or planned, achievements and innovations that set you apart from your competitors and make you the Spirit Distributor of the Year?** (max 300 words)   |  | | --- | |  | |

Thank you for entering the IWSC’s Spirit Distributor of the Year award. Please return your completed form, with any photos to [**kristen.dougall@iwsc.net**](mailto:kristen.dougall@iwsc.net)before **Friday 18 March 2022.**