

# IWSC LOW/NO AWARDS PROMO PACK 2024



**“We’ve seen a real increase in how close these alternatives are getting to the traditional spirits and wines. There is a real narrowing of that gap. Less low/no wines rely on sugar as a carrier, so the quality bar is being raised. When it comes to spirits, it is great to see some very interesting uses of ingredients.”**

*Claire Warner, IWSC Judging Committee Member*

## LOW/NO ALCOHOL DRINKS AWARDS

The IWSC’s Low & No Awards is its **biggest recent success story** with entries growing year on year since the Awards establishment in 2019.

Reflecting the industry category and award entry growth, in 2023 the IWSC created two low/no producer trophies. Recognising medal performance and brand commitment to the industry, by awarding a [Low/No Wine Producer Trophy](#) and a [Low/No Spirits Producer Trophy](#), sponsored by BevZero.

Keeping our community up-to-date with the latest happenings in the low/no category is key. We took a deep dive into the current market in the [IWSC’s Low/No Insight Report](#).

### **Our 2024 categories include:**

- Dealcoholised Wine
- Shrub & Drinking Vinegar
- Wine Alternatives
- Spirit Alternatives
- Low/no beer
- Low/no cider
- Aperitif/Vermouth
- Liqueurs
- New Blends Spirit
- Kombucha
- Other Ferments
- Ready-to-Drink
- Adult Sodas
- Switchel
- Syrups
- Cordials
- Other Blends
- Concentrated Spirits
- Functional & Wellness Drinks

# SELECTION OF KEY IWSC JUDGES

**Recruited for their unrivalled expertise, the IWSC judges are at the heart of our awards**

**Claire Warner**, Board Member for Tales of the Cocktail Foundation



**Camille Vidal**, Founder of La Maison Wellness



**Laura Willoughby MBE**, Co-founder of Club Soda



**Fabio Spinetti**, Director of Bars at Rocco Forte Hotels



**Erika Blazeviciute Doyle**, Director of Drink Dry





# SHIPPING



The cheapest, safest and easiest way to get your entries to us is via consolidated shipping with Hellmann Worldwide Logistics



Simply send your entries to your local participating depot, and Hellmann will do the rest, making sure your samples reach us safely and in time for judging.



The consolidated shipping fee includes all duties, taxes and customs clearance, so you won't need to worry about a thing.



Discover further information on consolidated shipping or how you can ship your entries directly on the [shipping page on our website](#).



## ENTER AND PAY ONLINE

£170 Per entry + VAT

Reduced to £160 per entry for a minimum of 4 entries



25  
October  
2023

22 March  
2024

28 March  
2024

23 – 24  
May  
2024

29 May  
2024

Entries  
open

Entry  
deadline

Delivery  
deadline

Judging  
period

Results  
announced



# CONTACT US

## Sales

Charlie Higginbottom - [charlie.higginbottom@iwsc.net](mailto:charlie.higginbottom@iwsc.net)

Peter Overall - [peter.overall@iwsc.net](mailto:peter.overall@iwsc.net)

Thomas Goble - [thomas.goble@iwsc.net](mailto:thomas.goble@iwsc.net)

## Marketing

Kristen Dougall - [marketing@iwsc.net](mailto:marketing@iwsc.net)

## General enquires

Georgina Swallow - [info@iwsc.net](mailto:info@iwsc.net)

## Website

[www.iwsc.net](http://www.iwsc.net)

## Social Media

[@theIWSC](https://www.instagram.com/theIWSC)