



PRESS RELEASE

IWSC announces mixer producer Double Dutch as official sponsor of the Independent Spirits Retailer of the Year award

- ***Award-winning Double Dutch produces premium flavoured mixers***
- ***Independent Spirits Retailer of the Year recognises the key role played by independent merchants in their local community***

August 2018: Double Dutch, producer of award-winning premium tonics and mixers, has been announced as an official sponsor of the International Wine & Spirit Competition (IWSC).

Founded by Dutch twins Joyce and Raissa de Haas, Double Dutch creates tonics and mixers that focus on flavour pairing, developing unique recipes that present unexpected and creative combinations. Each tonic is made with 100% natural ingredients, using no artificial colours, flavours or preservatives, resulting in a range of versatile mixers that work with every kind of spirit.

The company will be sponsoring the IWSC Independent Spirits Retailer of the Year award, which recognises and rewards the key role played by independent merchants in their local community, as well as encouraging the understanding and sales of quality spirits. Last year it was awarded to London-based specialist drink retailer The Whisky Exchange.

Entries are judged based on the quality of the retailer's range, service, and display – including value added, promotional events and tastings, and digital and social presence.

As well as sponsoring the award, Double Dutch will be hosting a pop-up tonic bar at the IWSC Awards Banquet in London on 14th November, giving guests and winners the opportunity to try IWSC award-winning spirits paired with a variety of flavourful mixers.

Raissa de Haas, Co-Founder of Double Dutch said, "We were thrilled when we were offered the opportunity to work with the IWSC. We have followed the work of the competition for many years as it has established itself as one for the leading bodies within the drinks industry. We are delighted to work in partnership with such an established organisation and to introduce our brand to all of its members."

IWSC general manager, Adam Lechmere said, "We're delighted to welcome Double Dutch as one of our major sponsors."

The mixer category is second only to gin in terms of excitement and innovation – barely a day goes by without a new tonic coming on the market, so it’s a very crowded scene indeed. And in that market, the de Haas sisters stand out for their scintillating flavour combinations and their attention to quality and innovation. We are very proud to be in their company.”

ENDS

Notes to Editor

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, it is now in its 49th year. The IWSC’s 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 wine and spirit is blind tasted and assessed on its own merit within the context of its class.
- Currently receiving entries from over 90 countries, the IWSC is genuinely international in reach and recognition.
- The IWSC’s global partners work throughout the year to drive awareness and promote winners to both trade and consumer audiences.
- With 49 years’ heritage, an IWSC award is recognised internationally as a badge of quality.

For more information, please contact:

Karen Morris
Reg & Co
Competition
E: karen@regandco.com
T: +447771 900465

Adam Lechmere
International Wine & Spirit
E: adam.lechmere@iwsc.net
T: +44203 1766547