



# YOUR WINES, CENTRE STAGE

**By entering the IWSC, we guarantee  
your wines get noticed worldwide**

# YOUR WINES, CENTRE STAGE

## Whether you are looking for

- › Exposure to decision-makers
- › Expert feedback
- › Reaching hard-to-access audiences
- › Distribution
- › Benchmarking
- › Testing the market
- › Brand awareness
- › Increasing sales

## We help you to engage with

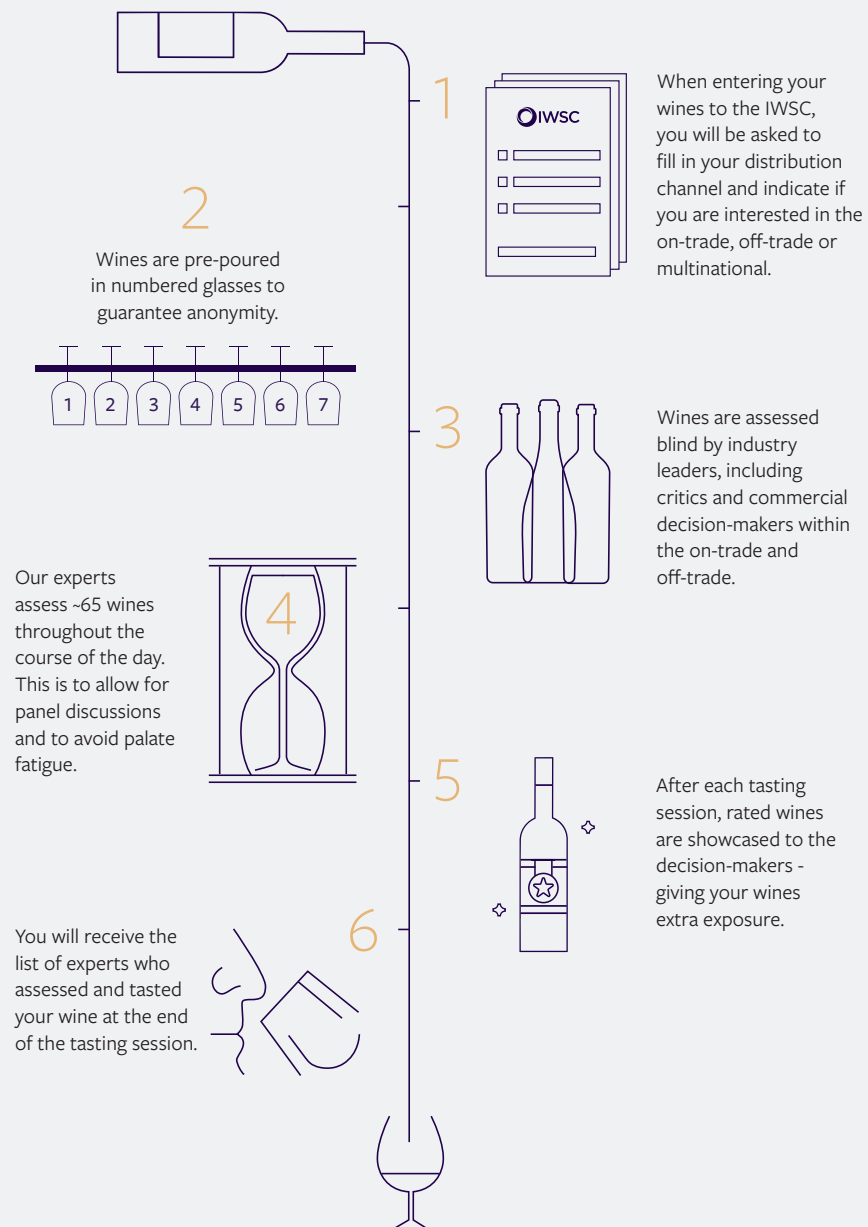
- › Leading sommeliers
- › Wine influencers
- › Buyers for on-trade & off-trade
- › Importers & distributors
- › Industry experts
- › Consumers
- › Critics

## We go the extra mile to promote your wines

- › International trade & consumer shows
- › Targeted marketing toolkit
- › Year-round social media
- › Newsletter to global audience
- › Trade magazine *Hand-Picked*
- › Consumer magazine *Club Oenologique*

# OUR POINT OF DIFFERENCE

We run a structured and rigorous judging process. Wines not only are assessed blind by decision-makers but also showcased at the end of each judging session.







## OUR WINE JUDGING COMMITTEE



### ALEX HUNT MW

Alex is the Purchasing Director at Berkman Wine Cellars, responsible for a portfolio over 1400 wines. As well as being a seasoned wine judge, he is also a contributor to a number of publications, including [jancisrobinson.com](http://jancisrobinson.com).



### MICK O'CONNELL MW

Mick recently returned to his hometown of Dublin, where he works as a portfolio developer at Findlater & Co. Before that, he worked at importer Handford Wines. In his spare time, he is a winemaker at his family estate in Sardinia.



### DIRCEU JUNIOR VIANNA MW

With three decades of experience in the wine industry, Dirceu consults for businesses across the globe. He is also judge at selected wine competitions, as well as a wine educator, author and technical advisor.



### JOHN HOSKINS MW

In 1994, John Hoskins became the first person in the restaurant industry to qualify as a Master of Wine. Today, he is an on and off-trade wine specialist, owner of Old Bridge Hotel, Restaurant and Wine Shop in Huntingdon, Cambridgeshire, and Chairman of the Institute of Masters of Wine examination.



### SARAH HELLER MW

Asia's youngest Master of Wine, Sarah is a multi-faceted wine expert, visual artist, and television host. Having graduated from Yale University, Sarah has worked in the wine trade in New York and Hong Kong, and for wineries in France and Italy. Currently, she works across the trade with Almásy Collection, Vinitaly International Academy, Asia Tatler, and television series Wine Masters.

## OUR HONORARY CHAIR



### STEVEN SPURRIER

Steven Spurrier, one of the world's most eminent wine professionals, has joined IWSC as Honorary Chair through our partnership with Académie du Vin Library. Steven has been deeply involved in wine for over 50 years – as a wine merchant, critic, author, winemaker and latterly co-founder of the Académie du Vin Library, a newly launched publishing house specialising in wine books.



## WHAT OUR JUDGES SAY

IWSC judges are experts and influencers from across the wine trade, and across the world. Wines are judged by the buyers, for the buyers.



If I find a great wine in the competition, one of the first things I do is look at who is bringing the wine in. If I find an importer or supplier – fantastic. If not, then I'd love to source it directly. It not only heavily influences our [buying] decisions, but it makes our decisions easier because if you've tried a good wine, of course you're going to try to buy it. If IWSC provides us with that platform of trying 60-70 wines a day and we try ten amazing gold medals, it's a win-win situation.

Stefan Neumann MS –  
Head Sommelier, Dinner  
by Heston Blumenthal



IWSC awards are great for producers when they're trying to get into the market. If they've got a host of gold medals, that's an extra string to their bow.

Harriet Kininmonth –  
Buying Director,  
Enotria & Coe



A peer review from an institution like IWSC gives an affirmation that this wine is really good quality.

Ben Llewelyn –  
Managing Director,  
Carte Blanche Wines



# WHAT OUR WINNERS SAY

Wine producers and suppliers from over 45 countries enter the IWSC.



IWSC has been there for 50 years, so it's the main recognition in the wine industry, and everyone knows it today. The award is well-recognised both by professionals and consumers, so it will help the business for sure.

Gaëlle Goossens –  
Winemaker, Champagne  
Veuve Clicquot  
2019 Sparkling Wine  
Producer



In the industry, IWSC represents a standard and a benchmark for quality, which is independent and utilises the best in the industry to judge the best in the industry.

Jamie Matthewson –  
Buying Manager, Waitrose  
2019 Wine Supermarket



IWSC is the most relevant wine competition in the world, and it means a lot to all wine producers in the world. This is the only competition we enter, to measure ourselves against our peers in the industry.

Abrie Beeslaar –  
Winemaker, Kanonkop  
2019 Outstanding  
Wine Producer



# ENTER THE IWSC 2020



## KEY 2020 DATES

Deadlines for entry, delivery via consolidated shipping and payment

**Northern Hemisphere:**  
25 March  
**Southern Hemisphere\*:**  
18 August

*\*Excluding South Africa, which is judged locally in Cape Town. Entry and payment deadline is 2 July, and direct delivery to the Vineyard Hotel is 15 July.*

## ENTRY FEES

**Online entry fee:**  
£140/entry + VAT (if applicable)  
**Offline entry fee:**  
£160/entry + VAT (if applicable)  
**Consolidated shipping:** £53/entry  
**Collection at international fairs\*:**  
£26/entry  
**Please send only 3 samples per entry.**

*\*Save 50% on shipping by dropping your samples at the IWSC stand at Wine Paris or ProWein!*

## CONTACT US

**Customer Services & Sales enquiries:**  
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Or reach us by telephone at **+44 (0) 1483 548963** or email at **info@iwsc.net**

Enter your wines at [www.iwsc.net/entry-zone](http://www.iwsc.net/entry-zone)

Enter the IWSC to get your wines noticed



[WWW.IWSC.NET](http://WWW.IWSC.NET)

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