**[Your company logo here]**

**IWSC Press Release Template**

**FOR IMMEDIATE RELEASE:**

**[Date]**

**[Company] wins [gold outstanding/gold/silver/bronze] for   
[product name] in the IWSC 2020**

**[Company name]** is delighted to announce that it has been awarded a **[gold outstanding/gold/silver/bronze]** medal in the IWSC 2020 for **[product name – it may be that you have one more than one medal, of course, so this line should be adapted as you see fit]**. This is an outstanding achievement, as only **[X%]** of **[spirit category e.g. gins]** entered were awarded a **[gold outstanding/gold/silver/bronze]** medalin the IWSC this year **(please use this line at your discretion – see the stats sheet attached).**  
With over 50 years’ experience, IWSC awards are among the highest honours in the industry. Entries undergo a structured and rigorous tasting process using the ‘double-blind’ method, meaning samples are tasted in pre-poured glasses so that judges never see a bottle. Each spirit is judged by a whole panel in sync, allowing for group discussions.

IWSC judges are world-renowned experts from across the spirits trade, and across the world. Judging panels are made up of an optimum mix of experts from a diverse range of trade backgrounds, and include master distiller Charles Maxwell, rum ambassador Ian Burrell, spirits writers Bernadette Pamplin and David T Smith, and Maverick Drinks co-founder Michael Vachon.

The IWSC’s independent Spirits Judging Committee – made up of five key judges including Stephen Beale, Dawn Davies MW, Joel Harrison, Arthur Nägele and Richard Paterson – ensures the utmost integrity, accuracy and impartiality. The committee oversees all panel chairs and judges.

“It’s not for nothing that the IWSC has stood as a beacon for the spirits world over the last 50 years,” said drinks writer and Spirits Judging Committee member Joel Harrison. “Producers and judges alike rallied round to ensure a stellar roster for this year’s spirits judging. Despite all that is happening in the world at the moment, experienced industry professionals can still be wowed – and often left speechless – by incredible spirits.”

Read Harrison’s full report on the 2020 IWSC spirits results [here](https://iwsc.net/news/spirits/2020-spirits-judging-the-verdict).

**[Then we suggest that here you add the main body text, which can include information about the winning sprit(s), what makes them special, maybe a comment from the distiller/blender about what went into it; a statement of what winning an IWSC award means to your business and how it will be beneficial to the success of the product e.g. generating trade and consumer interest, increasing sales, brand awareness, etc.]**

**[Then here you could add a brief history and/or overview of your company]**

For more information about IWSC, please contact:

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For more information about **[your company]***,* please contact:

**[Contact information]**

**- Ends -**

**Notes to editor:**

**[Your company info here]**

**About the IWSC**

* With over 50 years of experience, the IWSC, or Club Oenologique as it was called back in 1969, was the first official wine and spirit competition.
* Over the years it has become both the model and the paradigm wine and spirit judging, inspiring companies, organisations, industries and individuals alike.
* The IWSC is the go-to platform for having wines or spirits tasted and reviewed by leading decision-makers from both the off and on-trades, as well as by key influencers, providing access to new distribution channels, local or global exposure, product benchmarking, greater brand awareness and expert feedback.
* IWSC recommendations are promoted and circulated around the world to a carefully targeted audience.