**[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/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 **[wine category e.g. gins]** entered were awarded a **[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 wine is judged by a whole panel in sync, allowing for group discussions.

IWSC judges are world-renowned experts from across the wine 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 Victoria Burt MW, Isa Bal MS, Alistair Cooper MW, Emma Dawson MW and Stefan Neumann MS.

The IWSC’s independent Wine Judging Committee – made up of a few key judges including John Hoskins MW, Alex Hunt MW, Mick O’Connell MW and Dirceu Vianna Junior MW – ensures the utmost integrity, accuracy and impartiality. The committee oversees all panel chairs and judges.

“To say that 2020 has been a challenging year to organise a wine judging event involving thousands of samples would be something of an understatement,” said drinks writer and consultant Alistair Cooper MW. “I should say first of all, then, that it is testament to the resolve and determination of the IWSC team that this year’s awards have not only gone ahead but have done so with such seamless aplomb. The resultant opportunities for wineries to successfully commercialise their wares will no doubt be increasingly valuable given the current global backdrop.”

“This year’s judging threw up some intriguing and encouraging results, with certain countries and styles of wine really shining. In total an impressive 2,839 medals were awarded, of which 1,962 were bronze, 776 silver and an elite 101 gold.”

“With such a good standard across the board, it sets the bar pretty high for the forthcoming Southern Hemisphere tasting sessions. What energizes judges is finding those hidden gems, while constantly learning and discovering both new wines and established favourites.”

Read Cooper’s full report on the 2020 IWSC Northern Hemisphere wine results [here](https://iwsc.net/news/wine/2020-northern-hemisphere-wine-judging-the-verdict).

**[Then we suggest that here you add the main body text, which can include information about the winning wine(s), what makes them special, maybe a comment from the winemaker about what went into it; a statement of what achieving an IWSC award means to your business and how it will be beneficial to the success of the wine 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.