



REWARDING EXCELLENCE SINCE 1969

Who are we?

The International Wine and Spirit Competition was established in 1969 by Anton Massel, a wine chemist. The Club Oenologique, as it was first called was created to reward excellence in wine production the industry. Massel led the way with the rigorous analysis of both chemical and sensory components of the products entered for judging.

Over 50 years working with the spirits industry, the IWSC has refined its judging processes to reflect the changing industry landscape. Today, the competition not only recognises excellence in spirits, but also in individuals, with awards such as Outstanding Achievement in Scotch Whisky, Spirit Communicator of the Year and Spirits Buying Team of the Year, as well as now judging spirits with their most iconic mixers. IWSC has remained constant: to reward excellence, to recognise quality, and to provide the consumer with authoritative recommendations.

The IWSC is part of The Conversion Group, a global investment company with businesses in Europe, North America and Asia. Staging over 200 events annually, in addition to wines and spirits, our businesses span the culinary, arts and creative industries sectors.



What sets the IWSC apart?

- **Proven track record, and the only spirit competition with 50 years' experience.**
- A dynamic year-round operation, with judging days spread across the year.
- **A custom-built cellar ensures your spirits are stored in the absolute optimum conditions before judging.**
- In-house service from taking delivery of spirits to judging results, all carried out by our year-round dedicated team.
- **Spirits are expertly sorted into their tasting categories by a WSET certified educator with over 20 years' experience in the wine and spirit industry.**
- Spirits are served in pre-poured, numbered glasses to guarantee anonymity. This avoids the possibility of judges being influenced by the shape or weight of the bottle.
- **Our experts assess a maximum of 65 spirits through the course of the day. This allows the judges plenty of time to taste each wine and avoid palate fatigue.**
- Each judging panel is made up of an optimum mix of experts from a diverse range of trade backgrounds. Key areas of the industry are represented; on-trade, off-trade, and specialist writers and critics. This diversity ensures greater objectivity of the results.
- **Any faulty or out of condition spirits undergo official technical analysis by Campden BRI. The results are shared confidentially with the entrants free of charge.**

The 3 steps to winning an IWSC medal

We believe a spirit competition is an exercise in sound judgment far more than it is an exercise in mathematics. Panel discussions are encouraged before the medal is awarded.

Step 1:

Spirits are expertly sorted into categories and flights and tasted by type, origin and age. The spirits are flighted on a case-by-case basis, either in a group of similar products, or as a standalone.

Step 2:

Spirits are judged blind and served in numbered glasses. The spirits are first tasted and scored by the judges individually within the context of the spirits' style. At the end of each flight, the Chair Judge encourages discussion within the judges and confirm the medals awarded, Bronze, Silver and Gold. If a consensus is not reached, the Spirits Judging Committee will step in and make a final judgement.

Step 3:

When there are numerous outstanding examples in a category, the Gold medals are expertly sorted into categories and flights and then re-tasted by the Spirits Judging Committee to compete for the ultimate accolade of Trophy Winner.



How can IWSC help to promote your brand?

IWSC works hard to promote and raise the profile of your winning spirits around the world:

- Trophy-winning spirits announced at the annual IWSC Banquet. Held at the prestigious Guildhall in London, this brings together 500 elite industry people.
- Your Gold winning spirits tasted by 500 of the UK's leading importers, retailers and critics.
- Dedicated social media campaigns ensure winners are publicised to our global network of followers all year round.
- Winners featured on our website and promoted via social media.
- A dedicated PR agency to promote winners' successes to the global media throughout the year.
- Winners are showcased in the IWSC result magazine distributed to over 10000 trade subscribers.
- A tasting of IWSC Winners is held at Vintners Hall every year in conjunction with the Worshipful Company of Distillers with over 200 people attending to taste the best spirits in the world.
- Work with partners to promote competition winners to consumers.
- Free marketing tool-kit, to assist in promoting your win (including free low-res medal artwork).
- Official IWSC medal stickers to ensure differentiation on a crowded retail shelf.
- Results will be presented to key buyers with the objective of linking buyer and producer.
- A selection of the winning spirits will be showcased in our consumer magazine, Club Oenologique.
- Medal winning wines highlighted on key retailers such as Amazon, Vivino, Indy Market, Wine Searcher, Ocado, Waitrose.

Interested in boosting your sales around the world?

By joining the IWSC, you will have the opportunity to link up with a far wider network - The Conversion Group - and get involved in our exciting food, beverage and art events across the US and Europe.



The Atlanta Food & Wine Festival
Specialists in Southern US cuisine



Sugar Land Wine & Food Affair in Texas
One of the biggest food and wine events



Heritage Fire across US
50 chefs demonstrating the art of outdoor cooking



Whiskies of the World across US
Tasting of the most prestigious whiskies from around the world



Cochon 555 across US
Food event focusing on rare breed heritage pigs, quality, provenance and sustainability



The Moniker Art Fair in London and New York
The world's largest Urban and Contemporary art fair



The Whisky Extravaganza across US
opportunity to explore some of the most prestigious single malt, premium Scotch whiskies and other unique whiskies from around the world



Le Book Connections across Europe & North America
A real-life networking event attracting world-renowned and emerging creative artists

Other opportunities with IWSC

Join up with the IWSC today, and gain competitive rates to access a number of our subsidiaries:



CATHAY PACIFIC
HONG KONG INTERNATIONAL
WINE & SPIRIT COMPETITION

Our sister competition, the Cathay Pacific Hong Kong Wine and Spirit Competition. Now in its 10 years as Asia's premier spirit competition, the HK IWSC is:



- Chaired by Debra Meiburg MW, Asia's first Master of Wine, and Wine Consultant for Cathay Pacific Airways and Cathay Dragon.
- Designed and run by the most influential figures in the Asia and international industry.
- Judged by Asian judges, the results are a definitive guide to the best spirits for Asian consumers.
- Year-round marketing support and promotions for winners to trade & consumers in Asia.
- To find out more, please contact our sales team at sales@IWSC.net

Club Oenologique

To celebrate our 50th year, we have chosen Club Oenologique, the original name of the IWSC, as the name of our new wine and spirits club and luxury magazine.

Club Oenologique offers access to the inaccessible and difficult-to-find, via tastings, dinners, winery and distillery visits, and its quarterly magazine.

To find out more about advertising opportunities, please contact our sales team at sales@iwsc.net



How to enter the IWSC 2019

Enter and pay online at: www.iwsc.net

Entry Fee:

£139 + VAT (if applicable) for online entry

£150 + VAT (if applicable) for offline entry

£69 for consolidated shipping fee (Northern Hemisphere only)*

Key dates:

22 November: IWSC entry opens

Entry & Payment Deadline:

24 May

Deadline for direct deliveries to the UK warehouse:

7 June

*Consolidated shipment is only available for some countries. For deadlines, go to www.iwsc.net/entry-and-shipping-deadlines

For full list of terms & conditions, go to www.iwsc.net/terms-and-conditions

How to reach the IWSC team

Sales enquiries:

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More info on how to enter on www.iwsc.net

For full list of terms & conditions, go to iwsc.net/terms-and-conditions



**CELEBRATING OUR 50 YEARS WHILE
LOOKING FORWARD TO THE FUTURE**

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