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|  | Spirits Distributor  |

# Entry Form 2020/2021

**Criteria:**

Companies are invited to take part, free of charge, by completing the questionnaire below. The award will be based on the achievement in the last 12 months, between the period of December 2019 and November 2020.

**Submitting your entry:**

Please return this questionnaire to *Kirsten.Ferrone@iwsc.net* by 5th March 2021.

Please send any additional online material by WeTransfer link.

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| **COMPANY INFORMATION** |
| Company: |  |
| Contact name: |  |
| Address: |  |
|  |  |  |
|  |  |  | *Post code* |
| Phone: |  | Email: |  |

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| **ABOUT YOUR COMPANY** |
| **What is the ethos and three key values of your company?** (max 100 words) |
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| **Who are your customers and how do you engage with them?** (max 100 words) |
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| **What have you done in the last 12 months that sets you apart from your competitors?** (max 200 words) |
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| **What spirits and other training do you offer to your staff and customers?** (max 100 words) |
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| **How are you planning to grow the business portfolio in the next 12 months?** (max 100 words) |
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| **What have you done, and how are you planning in the future, to promote sustainability? Please highlight knowledge of carbon emissions, consumer and producer education and commitments the company has made to sustainable changes.** (max 300 words) |
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| **How have you innovated to set yourself apart from your competitors? (max 200 words)** |
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Please include no more then 10 photos to support this part of your application.

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| **SPIRITS RANGE** |
| **How diverse is your spirits range?** (max 100 words) |
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| **How many new spirits have you introduced in the last 12 months or are planning to intrduce t is the rationale behind this selection?** (max 100 words) |
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| **What are your marketing and promotional strategies for any new producer you sign up?** (max 200 words) |
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Please include no more then 6 photos to support this part of the application.

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| **WHY YOU?** |
| **What are the top three recent or planned achievements and innovations that set you apart from your competitors and makes you the Spirits Distributor of the Year?** (max 300 words) |
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*Many thanks for your participation.*