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PRESS RELEASE

Vivino, the world's largest wine community and marketplace, to sponsor new IWSC trophy championing winery innovation

- **The new Winery Innovation Trophy will be awarded to a winery that uses innovative techniques to ensure more people have access to amazing wines**
 - **Vivino, the online wine marketplace, has more than 31m users**

Vivino, the world's largest online wine community and marketplace, is sponsoring a new trophy for this year's IWSC.

The **Winery Innovation Trophy** will be awarded to the winery that has done the most to get better wines to more people via innovative techniques in production, distribution, marketing, or business model innovations.

The award is open to all wineries via a nomination process, and it is not necessary to enter wines to be judged in the main IWSC competition. The Trophy will be presented to the winner at the IWSC Awards Banquet on 14 November.

Vivino is powered by more than 31 million wine drinkers who engage with two million wines every single day, who use Vivino to discover and purchase products based on their individual purchase behaviour and community recommendations. Vivino's mission is to expand the horizons of wine drinkers around the world by providing them with access to information about the wines they're curious about and the wines they're yet to discover.

"We are thrilled to be partnering with the IWSC to award this important achievement to one outstanding producer. Vivino is always looking for ways to innovate and to bring incredible wines to more people and we applaud producers who are also doing the same," said Heini Zachariassen, founder of Vivino.

IWSC General Manager Adam Lechmere said "I am absolutely delighted that we are working so closely with Vivino, one of the most dynamic and exciting wine communities and technologies in the world.

“Just look at the figures: 9.5m wines, over 200,000 wineries, 96m ratings, and - most important of all – 31m users, who will now be able to assess their wines on the basis of an IWSC medal.

“Vivino is so popular because it’s so simple: it allows wine lovers of whatever level of expertise to find great wines and to share those finds. The IWSC’s mission is to recognise and reward the very best in wine and spirits – and what better way to do that than to put them in front of tens of millions of wine lovers?”

ENDS

Notes to Editor

About the International Wine & Spirit Competition

- Established in 1969, the International Wine & Spirit Competition (IWSC) was the first competition of its kind. Set up to seek out, reward and promote the world’s best wines, spirits and liqueurs, it is now in its 49th year. The IWSC’s pursuit of excellence underpins every aspect of the competition today.
- The IWSC is set apart by the formidable reputation of its judging process. Panels are made up of carefully selected industry experts, including Master Distillers, Masters of Wine, wine and spirit buyers and sommeliers, WSET-qualified educators and respected wine and spirit journalists. Every wine and spirit is blind tasted and assessed on its own merit within the context of its class.
- Currently receiving entries from over 90 countries, the IWSC is genuinely international in reach and recognition.
- The IWSC’s global partners work throughout the year to drive awareness and promote winners to both trade and consumer audiences.
- With 49 years’ heritage, an IWSC award is recognised internationally as a badge of quality.

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