



ALTERNATIVE DRINKS ENTRY GUIDE

COMPETITION. CONNECTION. COMMUNITY



WHO WE ARE

The IWSC (International Wine and Spirit Competition) is one of the world's oldest and most respected competitions, often referred to as the "Olympics of the drinks industry".

Since 1969, we have been setting the global benchmark for quality across an extensive range of wine, spirits, and other drink categories. Evaluating over **12,000 entries annually from more than 90 countries**, we connect producers to both trade experts and consumers.



WHY CHOOSE US?



JUDGED BY GLOBAL TRADE EXPERTS

We **connect** producers with **key industry decision-makers** – our judges, offering access to Senior Buyers, Beverage Directors, Head Sommeliers, top Mixologists, and other experts whose **opinions shape markets**.



ACTIONABLE INSIGHTS

Our **rigorous judging** process, where daily assessments are **limited to 65 samples**, ensures **fair evaluation** and **detailed feedback** for **all entries**. Our transparent approach fosters valuable industry connections.



UNPARALLELED EXPOSURE

Leveraging **over 50 years** of industry connections, we **showcase your brand** to media, trade, and consumers, while connecting you with top suppliers, retailers, and hospitality professionals across the **entire industry ecosystem**.



WHAT WE JUDGE

Our main categories include:



WINE

- White
- Red
- Rosé
- Orange
- Sparkling
- Fortified
- Dessert



SPIRITS

- Gin
- Scotch Whisky
- Worldwide Whiskey
- Rum
- Agave
- Vodka
- Cognac & Armagnac
- Absinthe
- Aquavit
- Distilled Flavoured Spirits/ Fruit/ Seed/ Nut Spirit
- Grain Spirits
- Asian Spirits (including Shochu & Baijiu)
- Grape Brandy
- Bitters & Liqueurs
- Calvados
- Pisco



ALTERNATIVE DRINKS

- Low Alcohol
- No Alcohol
- Lighter Alcohol
- RTD
- Pre-Mixed Drinks
- Wine-Based Flavoured Drinks
- Vermouth
- Cider

Can't find a category for your innovative drink? Contact info@iwsc.net and we will be happy to help.

WHO ARE OUR JUDGES?

Our **Alternative Drinks Judging team**, is composed of world-class industry professionals including Master Sommeliers, Beverage Directors, Top Mixologists, and Senior Buyers. Our judges are key decision-makers who shape the UK and global alternative drinks scene.



“The IWSC judges are the most knowledgeable people in their industries. The cross-section of skillsets here is extremely broad: on-trade, retail, bartenders, bloggers. It’s an opportunity for brands to get in front of the most influential tastemakers in the business.”

Shannon Tebay
IWSC Judging Committee



“Medals at the IWSC give consumers confidence as they know that what they are buying has been tasted and assessed by experts. Brands are treated really fairly at the IWSC. It is a scrupulous competition; the experts don’t know what brands they are judging, and there is a lot of time for discussion to ensure the correct medal is awarded.”

Laura Willoughby MBE
IWSC Judge, Co-founder of
Club Soda



“We have very high standards at the IWSC. The judges are incredible experts in their fields. We want to help the consumer make a choice that is based on a great experience. We see our responsibility as helping to push this category forward and upwards. We want producers to succeed and that’s because we want the consumer to appreciate and love this category as much as we do.”

Claire Warner
IWSC Judging Committee

HOW WE JUDGE



PRE-TASTING

- Our **expert panel** of judges is **restricted** to the **world's most eminent buyers** and **key decision-makers**.
- Expert panels assembled from **over 30 countries**.
- **Balanced representation** across industry sectors.



DURING THE TASTING

- **Double-blind tastings:** samples poured behind screens to ensure complete anonymity.
- **Daily limit of 65 samples** to avoid judges' palate fatigue.
- **Panel evaluation** and **group discussions** for each entry.
- **Re-tasting all gold-medal winners** by the Judging Committee



AFTER THE TASTING

- Our **winners** receive **comprehensive tasting notes** and **scores** from our judges.
- We are the **only industry award body** to share **free constructive feedback** with **non-winners**.
- We are **one of the only competitions** to **reveal the names of the judges** who assessed your drinks, **connecting you** to **trade experts**.

COMMUNITY & ADD-ON AWARDS

Celebrating excellence across the drinks industry, championing sustainability and giving back to the community.



PRODUCER TROPHIES

Following the announcement of the IWSC's results, the brands that performed best are put forward for our prestigious Producer Trophies.

[Discover More](#)



TALENT AWARDS

Recognising the contribution of individuals across the industry:

- Emerging Talent
- Communicator Awards
- UK Sommelier Of The Year.

[Discover More](#)



DESIGN AWARDS

Rewarding innovation, creativity and brand personality in bottle/can design and packaging

[Discover More](#)



MIXER ADD-ON AWARDS

Awarding the best low/no spirit & mixer pairings across several categories.

[Discover More](#)



IWSC WEBSITE

Weekly IWSC features and recommendations on IWSC website.

Global page views: 2+ million.



IWSC NEWSLETTER

Fortnightly IWSC e-newsletters highlight winners and awards.

21,000+ global subscribers.



IWSC SOCIAL MEDIA

Year-round social media campaigns on our trade (IWSC) and consumer (Club Oenologique) platforms.

Global reach - 70,000+ users.



IWSC EVENTS

Showcasing award-winning drinks at international trade fairs, trade & press tastings and our annual Awards Celebration.

HOW WE CAN HELP

Are you an IWSC award winner? Be it bronze, silver or gold, here's how our expert in-house team with global industry connections and decades of cross-sector experience can help



CONNECT WITH KEY DECISION-MAKERS

We are the only competition to reveal judges' names for your entries and to share your details with judges post-results, facilitating industry connections.



THE DRINKING HOUR PODCAST

Showcasing IWSC winners on global consumer radio station Food FM's "The Drinking Hour" podcast.

25,500+ total downloads.



CLUB OENOLOGIQUE

Our winners are regularly featured in our consumer magazine, Club Oenologique, published online and in print.

Global page views 1.4+mln.

MEDIA EXPOSURE

Our winners are spotlighted by leading media across the world, including:

Forbes

THE
BUYER

TimeOut

The
Drinking
Hour
CLUB
ENOLOGIQUE

Food&Drink
BUSINESS

FOOD&BEVERAGE
MAGAZINE

MEN'S JOURNAL

drinks
trade

THE SHOUT

WHAT OUR WINNERS SAY



"There's no other program as respected in the world, with some of the world's most credentialed and respected judges. We're honoured to have won back-to-back Producer Trophies and can't understate the importance to our business of the accolade."

Matt Sanger
Managing Director at
Curatif (Australia)



"We entered the IWSC because of the competition's strong standing within the spirits world, the rigorous judging process and panel, and especially due to the IWSC's attention to the non-alcoholic category. Many competitions have been slow to really embrace NA drinks, often lumping us together with other categories that don't really make any sense. At the IWSC we felt we had a fair place at the table, and were being judged appropriately."

Ian Blessing
Co-Founder & Owner
of All The Bitter (USA)

**Read more
winners success
stories [here](#)**



HOW TO ENTER

HOW TO ENTER



STEP 1 SELECT

Select your finest drinks and complete the entry form.



STEP 2 SHIP

While you can choose any shipper, our partnership with Hellmann Worldwide Logistics offers the most cost-effective and secure option. Send bottles/cans to a local Hellmann depot for all-inclusive shipping, covering duties, taxes, and customs.



STEP 3 SHOWCASE

Showcase your results and connect with our industry experts.



HOW TO SHIP



STEP 1

Find your nearest Hellmann depot on [IWSC website](#).



STEP 2

Send your samples to your nearest Hellmann depot.



STEP 3

Hellmann handles customs clearance and sample delivery with an all-inclusive fee.



NO HIDDEN COSTS

Your samples will be delivered safely to us in proud partnership with



To find out how to ship your drinks to us directly, please visit our [website](#).

KEY DATES

ENTER & PAY ONLINE

£170 per entry + VAT

Reduced to £160 per entry for a minimum of 4 entries

14 November 2024



**ENTRIES
OPEN**

7 March 2025



**CONSOLIDATED
SHIPPING DEADLINE**

28 March 2025



**ENTRY
DEADLINE**

4 April 2025



**DIRECT SHIPPING
DEADLINE**

May 2025



**ALTERNATIVE
DRINKS JUDGING**

28 May 2025



**RESULTS
ANNOUNCEMENT**

[ENTER HERE](#)



Ready to enter? Contact us.

Sales

Peter Everall - peter.everall@iwsc.net

Thomas Goble - thomas.goble@iwsc.net

Diego Carrejo - diego.carrejo@iwsc.net

Massimo Serpelloni (Italy only) - massimo.serpelloni@iwsc.net

Janine van Zyl (South Africa only) - janine.vanzyl@iwsc.net

Marketing

Mila Gorchakova – marketing@iwsc.net

General enquiries

info@iwsc.net

www.iwsc.net | [@theiwsc](https://www.instagram.com/theiwsc)

