



PHIPPS

### Success for County Down's KWM Wine & Spirits at the IWC Merchant Awards UK

At this year's International Wine Challenge (IWC) Merchant Awards UK **KWM Wine & Spirits** beat the competition to be named **IWC Regional Merchant Northern Ireland 2019**.

This Killeel-based wine merchants scooped the prize for the first time in recognition of the passion and thorough approach that the team bring to the business. Founded in 1994, KWM Wine & Spirits has fast become one of the leading independent merchants and in the past couple of years has been busy developing its online business alongside the original Killeel shop.

In its 36<sup>th</sup> year, the International Wine Challenge is accepted as the world's most rigorous, impartial and influential wine competition. The International Wine Challenge Merchant Awards UK celebrate the most successful small and large businesses, who deliver an outstanding service to wine consumers. The awards are based on top quality wines, but, most importantly, in this sector of the awards, of a commercially successful, viable, and proven business model. This year's winners were announced on 9<sup>th</sup> July and the full list of those awarded can be seen [here](#), and the [Merchant Awards results here](#).

#### NOTES TO EDITORS:

##### The International Wine Challenge

In its 36<sup>th</sup> year, the International Wine Challenge is accepted as the world's most rigorous, impartial and influential wine competition. The IWC assesses every wine 'blind' and judges each for its faithfulness to style, region and vintage. Each medal-winning wine is tasted on at least three separate occasions by a minimum of 12 different judges including Masters of Wine. Awards include medals (Gold, Silver, Bronze) and Commended awards.

##### The IWC Merchant Awards UK

The Merchant Awards were introduced to the IWC in 1990. A distinguished panel of judges examines each entry and, over the course of two days, decides on the winners for each category. The judges focus on the business side of retailing; it's not just about having great wines. This year the judging panel comprised Laura Jewell MW, Helen McGinn, Peter McCombie MW, Tim Atkin MW and Charles Metcalfe. Laure Patry joined the team to assist with the judging of the Restaurant Wine List award.

The IWC is committed to helping consumers discover great wine, and the medals displayed on winning bottles and in winning shops offer a trusted guarantee of quality.

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