



↑ WOMENS

# 2024 WINNER KIT

[www.internationalwinechallenge.com](http://www.internationalwinechallenge.com)

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#IWC2024

## Congratulations!

- Congratulations on winning an award at the International Wine Challenge, the world's most rigorous, impartial and influential wine competition. Your wine was tasted by a minimum of 12 international wine experts in two rounds of judging, so your award is thoroughly deserved.
- International Wine Challenge will promote the results to the trade and consumers via our website, consumer and trade events, social media and through our PR campaign. A selection of Gold and Trophy winning wines will also be featured at the IWC Awards events.
- International Wine Challenge also ensures trade and consumers are able to discover more about your medal-winning wine(s) by viewing a tasting note from the judges along with a photo of your bottle and label (taken in a special studio prior to the competition) displayed alongside the relevant medal.
- As a winner, you have access to a range of useful promotional tools via your IWC account. Here, you will also find inspiration to help you make the most of your award. If you have any questions, please get in touch by emailing **[marketing@iwc.com](mailto:marketing@iwc.com)**

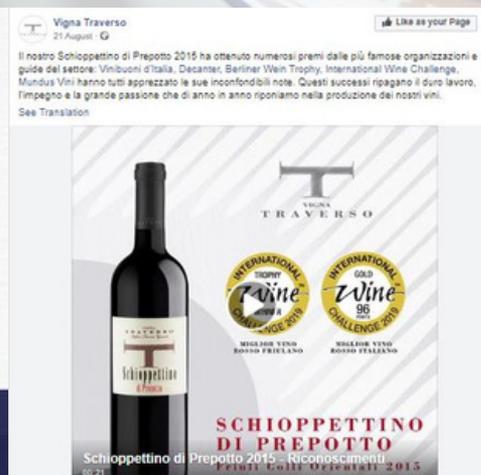
## Congratulations!

- The International Wine Challenge name and medal logos are internationally recognised by trade and consumers, who seek out the awarded wines. As a medal-holder, you have access to an exclusive package of material which you can use to promote your wine or sake, including the official printed certificate, digital certificate, digital medal artwork, tasting notes and bottle stickers.



## Digital Artwork

- International Wine Challenge 2024 Gold, Silver and Bronze medal designs can be used in your marketing campaigns – such as social media posts, websites, emails, adverts and packaging for up to 3 years after your wine is awarded.
- The use of the medal artwork demonstrates to the trade and consumers that your product is one of great quality.
- Winners of vintage wines are granted a non-exclusive, non-transferable license to use the IWC award logo in connection with their award for a period of 3 years from the date of the award.
- Winners of **non-vintage** wines are granted a non-exclusive, non-transferable license to use the IWC award logo in connection with their award for a period of **1 YEAR ONLY** from the date of the award.



## Bottle Stickers

- Our un-dated, high-gloss varnish foiled medal stickers will make your wine or sake stand out from the crowd at point of sale. A case study with a major retailer in the UK showed the average increase in sales for wines carrying the IWC medal stickers is 24%\*. Wines that have been awarded a Gold or Silver will now have the option to use IWC medals with or without their point scores. Visit [www.internationalwinechallenge.com](http://www.internationalwinechallenge.com) and log into your account to order stickers.

*\*Case study IWC & Coop Dec 2018.*





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# Certificates

- Medal-winners can download certificates from the entry account for each of their winning wines following the announcement of the medals. These can be displayed in tasting rooms, winery restaurants, offices, stairwells, reception areas, and on stands at exhibitions.





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# Tasting Notes

- For each medal-winning wine or sake there is a tasting note written by the IWC judging panel and/or Co-Chairs. Feel free to use our experts' words in your marketing activities, on your website, or at events. These notes can be accessed through your IWC account.

**Babich Family Estates Organic Sauvignon Blanc, 2019**

**TASTING NOTES**  
Vibrant acidity, simple gooseberry and lemon nose with a restrained herbal character.

**PRODUCED BY:** Babich Wines  
**COUNTRY:** Marlborough, New Zealand  
**GRAPE:** Sauvignon Blanc  
**ALCOHOL LEVEL:** 13.0%  
**WINE STYLE:** SSII  
**WINE COLOUR:** White

**Siresol, 2015**

**TASTING NOTES**  
Dried prunes with figs and dried cranberry and baked plums. Dark chocolate and raisins on the finish.

**PRODUCED BY:** Jako Wine  
**COUNTRY:** Veneto, Italy  
**GRAPE:** Corvina, Croatia, Cabernet Franc  
**ALCOHOL LEVEL:** 16.0%  
**WINE STYLE:** Still  
**WINE COLOUR:** Red

# Marketing Tips

**Make the most of your award - spread the word through:**

- Press release sent to local news media.
- Articles on your own website.
- Emails to subscribers.
- Social media (Facebook, Twitter, Instagram, LinkedIn etc)

**Don't forget to tell your retailers and distributors (and let them know how stickers can boost sales).**

You could also celebrate your success with a special event:

- For your employees, wine club members
- For your customers, retailers and distributors



## Winner Image

You can download an 'IWC 2024 Winner' image to share with your audience. Feel free to use this image on your social media channels to let your followers know about your success.

Be sure to tag us and use #IWC2024; we'd love to see your posts! We've also added a version for Instagram stories!

Click on each image to to access via your browser. Once opened on your browser, right-click & save as.

We included a template for you to add your winning wine bottle. See examples.

You will now be able to use it on your socials.





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## Contact Information



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