



- PROMOTIONAL TOOLS
- MEDIA COVERAGE
- IWC DISCOVERY TASTINGS
- IWC AWARDS DINNER

PROMOTIONAL TOOLS

IWC Stickers

Winning a medal at the International Wine Challenge is a significant achievement and a fantastic endorsement of your brand. To help medal-winning producers make the most of their success the IWC produces high-shine, foil bottle stickers. These stickers are a proven sales tool which can directly influence a customer’s purchasing decision.

An independent study has shown that IWC medal stickers increase average sales of an award-winning wine by 15% and also encourages shoppers to spend a little extra on wines that have won an award.

High-shine, foil Medal and/or IWC Points stickers can be purchased online via the IWC shop in rolls of 1,000 or 5,000 (right or left leading) with significant discounts for large orders. **International delivery is free of charge** and stickers can be ordered as soon as the results of the competition are announced.

Electronic copies of medal logos along with temporary medal certificates can also be downloaded via your IWC account for use on your promotional material. There is no embargo on the IWC results so we encourage all of our medal winners to make the most of these sales tools as soon as the results are publicised.

“When our customers see the universally respected and recognisable sticker of the IWC awards on a wine, it acts as a beacon, helping them to zoom in on their choice, safe in the knowledge that the industry’s finest have merited it with that sticker. IWC stickers are another tool that makes life easier for our customers and that’s why we value them highly.”
Emma Shaw, category manager at Oddbins

FREE WORLDWIDE DELIVERY
All IWC medal winners are entitled to use these logos for a period of three years from the date of the award.

NEW

IWC Points Stickers

The International Wine Challenge introduce a new scoring metric - based on a 100-point scale - that will be displayed on its famous Trophy, Gold and Silver, giving consumers a richer understanding of a wine’s ranking in an instant.

