



PHIPPS

Success for London Wine Merchants at the IWC Merchant Awards UK

Best selection of South African and New Zealand wines to be found in London

At this year's International Wine Challenge (IWC) Wine Merchant Awards UK, London retailers impressed the judges claiming the titles for Specialist Merchant New Zealand 2019 and Specialist Merchant South Africa 2019.

The New Zealand Cellar scooped up this year's prize for **IWC Specialist Merchant New Zealand**. Based in a shipping container in Brixton, the New Zealand Cellar started life online but won the hearts of the crowd funding circle and then built a physical shop. The range is curated by Mel Brown and has been called 'a revelation' by wine expert Jancis Robinson MW.

Handford Wines, one of the best independent wine shops in the UK where Ruby Wax once said, 'I just love their shop...I wish I could sleep in it!' took home the prize for the **IWC Specialist Merchant South Africa 2019**. James Handford MW and Greg Sherwood MW painstakingly taste each wine and have a range just shy of 250 South African wines.

Alongside these exceptional specialists, **Noble Green Wines**, based in Hampton Hill, picked up the title of the **IWC Regional Merchant London 2019**. Noble Green Wines is renowned for its range of diverse and great value wines including a 'rare and eclectic' selection.

In its 36th 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 9th 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 36th 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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