



PHIPPS

Success for Stirling's Woodwinters Wines & Whiskies at the IWC Merchant Awards UK for 8th time

At this year's International Wine Challenge (IWC) Merchant Awards UK **Woodwinters Wines & Whiskies** beat the competition once more to be named **IWC Regional Merchant Scotland 2019**.

This Stirling-based wine merchants scooped the prize for the eighth time – and fifth in a row - in recognition of the business' personal and friendly approach to service, in conjunction with their impressive range of wines. Founded in 2005, Woodwinters' mission is to help its customers to buy and enjoy better wine – they now own three shops (in Stirling, Edinburgh and Inverness) and supply many of Scotland and the UK's top hotels and restaurants as well as serving private customers.

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.

For more information on the IWC, please contact the IWC team at Phipps
iwc@thisisphipps.com : +44 (0)20 7759 7400 : 17 Exeter Street, London, WC2E 7DU, UK