

# Global Press Coverage

TROPHY • ICON • MEDAL RESULTS

The most influential wine competition in the world.



## GLOBAL COVERAGE AT A GLANCE

**14** ARTICLES PUBLISHED WORLDWIDE

**14+** COUNTRIES REACHED

**10** LANGUAGES

**EST. 280 MILLION+** TOTAL READERSHIP ACROSS ALL COVERAGE

*\*Estimated readership based on average monthly traffic (similarweb.com) and distribution data.*

## GLOBAL REACH A WORLDWIDE CONVERSATION

### UK

The Guardian, Grocery Gazette, Ireland Live, Briefly  
Est. readership 90M+

### SPAIN

Interempresas, La Voz del Sur, El Español  
Est. readership 32M+

### PORTUGAL

Vinetur  
Est. readership 1.1M+

### ARGENTINA

El Descorche Diario  
Est. readership 1.0M+



### NEW ZEALAND

DrinksBiz  
Est. readership 90K+

### AUSTRALIA

The Shout, Wine Titles, WBM Online  
Est. readership 3.5M+

### BRAZIL

Revista Adega  
Est. readership 1.5M+

“ From London to La Rioja, from Marlborough to Mendoza, IWC 2026 is setting the global conversation. ”

## HEADLINE STORIES FROM AROUND THE WORLD

<b>UK</b> <b>The Guardian</b> English wine win gold medals in International Wine Challenge Est. readership <b>27.1M+</b>	<b>UK</b> <b>Grocery Gazette</b> English wines beat global rivals with record gold medal haul Est. readership <b>23.0M+</b>	<b>UK</b> <b>Briefly</b> A world-class producer: English wines toast record Gold medal haul Est. readership <b>15.0M+</b>	<b>IRELAND</b> <b>Ireland Live</b> Queen drummer Roger Taylor launches his own rosé wine after a few 'headaches' from cheaper bottles Est. readership <b>1.4M+</b>	<b>NEW ZEALAND</b> <b>DrinksBiz</b> NZ wines score top trophies at IWC Est. readership <b>90K+</b>
<b>AUSTRALIA</b> <b>WBM Online</b> Australian wine up to the challenge in London Est. readership <b>550K+</b>	<b>AUSTRALIA</b> <b>Wine Titles</b> International Wine Challenge 2026 results revealed	<b>SPAIN</b> <b>Interempresas</b> Resultados International Wine Challenge 2026 consolidan expansión global y calidad del vino Est. readership <b>2.5M+</b>	<b>SPAIN</b> <b>La Voz del Sur</b> Estos son los vinos del Marco de Jerez que han triunfado en el IWC 2026 Est. readership <b>250K+</b>	<b>SPAIN</b> <b>El Español</b> Galicia vuelve a conquistar IWC: Albanta, mejor blanco de España Est. readership <b>1.3M+</b>
<b>PORTUGAL</b> <b>Vinetur</b> International Wine Challenge crown's Portugal's Menin Porto Tawny 80 Anos and France's Rare Champagne Rare Magnum 2012 Est. readership <b>1.1M+</b>	<b>ARGENTINA</b> <b>El Descorche Diario</b> Huentalá Wines brilló en el International Wine Challenge 2026 con el mejor Malbec y el el mejor tinto argentino Est. readership <b>1.0M+</b>	<b>BRAZIL</b> <b>Revista Adega</b> Roger Taylor, baterista do Queen, lança rosé da Provence em parceria com vinícola francesa Est. readership <b>1.5M+</b>		

## KEY STORIES THAT CAPTURED GLOBAL ATTENTION

- ENGLISH WINE BREAKTHROUGH**  
 England achieves record Gold medal haul and highest Gold conversion rate at IWC 2026.
- RARE CHAMPAGNE 98 POINTS**  
 Rare Champagne Rare Magnum 2012 awarded 98 points at IWC 2026.
- PORTUGAL'S MENIN TAWNY 80 ANOS CROWNED**  
 Portugal's Menin Tawny 80 Anos named top Trophy winner.
- QUEEN DRUMMER LAUNCHES ROSÉ**  
 Roger Taylor launches his own rosé wine from Provence in partnership with a French winery.
- ARGENTINA'S MALBEC EXCELLENCE**  
 Huentalá Wines named best Malbec and best red wine from Argentina.
- GALICIA'S TOP WHITE WINE**  
 Albanta named best white wine from Spain.
- GLOBAL QUALITY RECOGNISED**  
 Wines from New Zealand, Australia, Spain and beyond earn top honours on the world stage.

## GLOBAL IMPACT ESTIMATED READERSHIP

**280 MILLION+**

TOTAL ESTIMATED READERSHIP ACROSS ALL COVERAGE

UK & IRELAND	64.5M+
EUROPE (EX UK)	37.1M+
AUSTRALIA & NEW ZEALAND	4.1M+
LATIN AMERICA	174.3M+
<b>TOTAL</b>	<b>280M+</b>