

A close-up photograph of water being poured into a clear glass. The water is captured in mid-pour, creating a dynamic splash and ripples on the surface. The glass is partially filled with water, and the background is a soft, out-of-focus grey. The overall composition is clean and modern, emphasizing clarity and freshness.

IWC 2026

WINNER RESOURCES

Everything you need to share, promote, and get your results seen.

Credibility, Visibility, Opportunity



Congratulations **On Your Award**

The highest number of sakes entered IWC this year from producers across the world.

Your sake stood out.

Every medal is awarded through blind tasting by international panels comprising leading sake experts, buyers, sommeliers, winemakers, and trade professionals. Your result was earned entirely on what was in the glass.

That matters.

An IWC medal is a signal to importers, retailers, sommeliers, and consumers that your brew has been independently recognised at the world's most respected sake competition.

And now it's time to make the most of it.

Why IWC Matters

Since 1984, IWC has helped producers build credibility, visibility and commercial opportunity across global wine markets.



Buyer and retailer communications



The IWC website and winner result pages



IWC Social Media channels



International PR activity



Trade and consumer events



IWC INSIGHT editorial features

Trade buyers and consumers can also discover more about your medal-winning sake through tasting notes and bottle photography captured during the competition and published online.

Some wines win medals. Others start conversations.



Your Next Steps

Winning sake deserves to be seen.



Download medal artwork from your account



Visit the winners dashboard and download social templates



Share your results across social #IWC2026



Update your website and retailer materials



Order bottle stickers



Send your results to importers, distributors, buyers



Feature your medal in press releases and POS materials

Promote Your Results

Winning producers can access medal artwork, social assets, and promotional tools through their IWC account and the Winners Dashboard.



Medal artwork



Social media graphics



Instagram story assets



Digital medal badges



Certificates

Designed to help you share your success quickly and professionally.

[Access the Winners Dashboard](#) →



Let Your Bottles Do The Talking

IWC medal stickers and artwork licences help award-winning sakes stand out instantly at point of sale, creating a trusted visual cue for both consumers and trade buyers.

- Increase visibility on shelf
- Create an immediate buying cue
- Build consumer trust instantly
- Support trade and retail conversations
- Help buyers identify award-winning wines faster
- Reinforce quality at point of purchase
- Proven sales uplift for stickered wines

Wines carrying **IWC medal stickers** achieved an average *sales uplift of up to 24%* in a major UK retailer study.

[Order Bottle Stickers →](#)



Turn Recognition Into Opportunity

Medal-winning sakes entered into Discovery Tasting will be showcased directly to key UK buyers, retailers, importers and distributors through curated trade sample tastings.

Recent participating buyers included:

M&S

BIBENDUM

TESCO



Morrisons

THE WINE SOCIETY
1874



Re-bottled into trade tasting samples



Sent directly to buyers upon request



Featured on a digital platform alongside medal results and tasting notes

For many producers IWC Discovery Tasting becomes an important route from recognition to commercial opportunity.



Show Your Result With Pride

Winner certificates are available to download directly from your account.

Use them in:

- Your tasting rooms
- Retail displays
- Trade fairs
- Distributor presentations
- Hospitality spaces

Your medal is proof of recognition earned independently and blind.

Display it proudly.



Be Part of The Conversation

IWC INSIGHT is our bi-weekly newsletter going to the whole of the IWC audience of producers, retailers, on trade buyers, sommeliers and press.

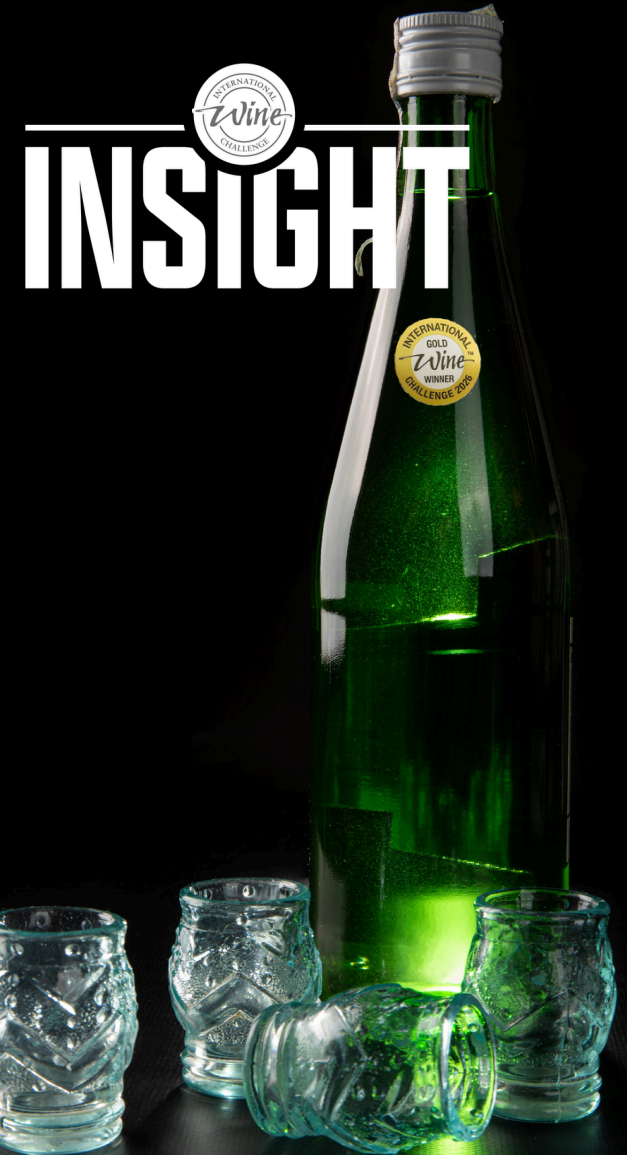
- Trade trend analysis
- Buyer insights
- Producer interviews
- Winner stories
- Regional spotlights

Winners are often featured throughout the year across our editorial, digital and trade-facing platforms. We are *always* looking for standout brew, producers and stories shaping the future of sake.

Sponsorship and partnership opportunities are also available across IWC Insight and selected winner communications.

For editorial features and sponsorship opportunities, contact:

lee@iwcevents.com



We're Here To Help

If you have any questions or need support, the IWC team is here to help you make the most of your award.

info@iwcevents.com

+44 (0) 7884 063405

internationalwinechallenge.com



Congratulations
from all of us at IWC.

