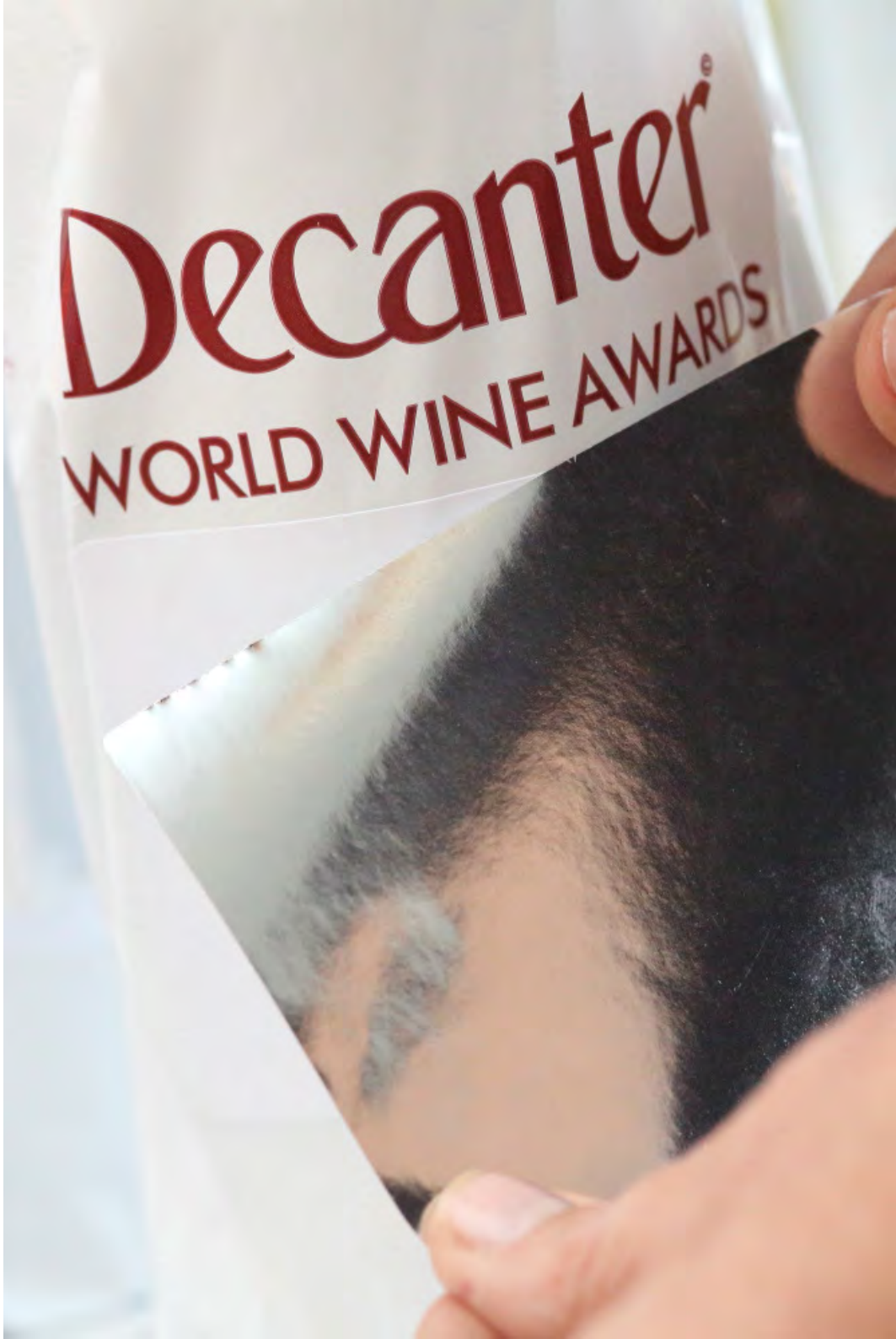
2020 Decanter WORLD WINE AWARDS

DWWA 2020 ENTRY PACK

The world's largest and most influential wine competition

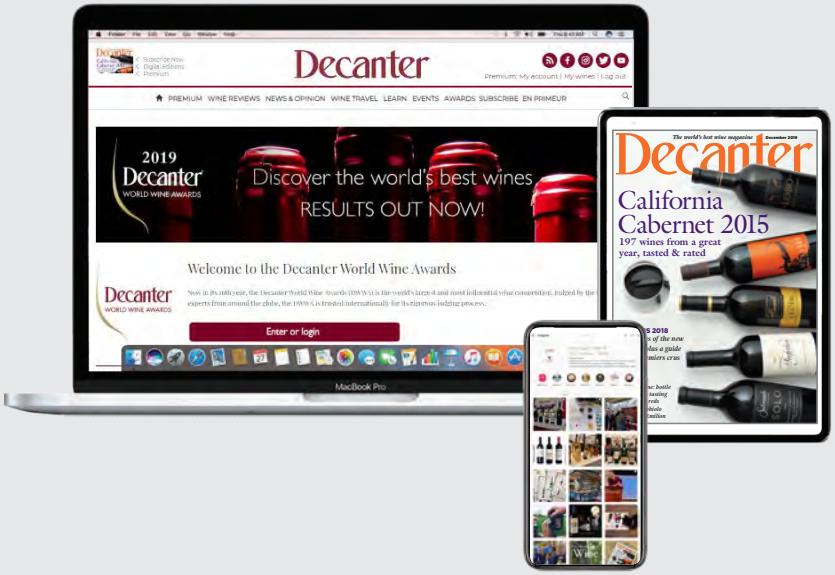


ABOUT DECANTER

Decanter is the world's leading wine media brand with a total monthly reach in excess of 1 million via our print, digital and social media channels. Engaging with wine lovers in over 100 countries around the globe, Decanter provides authoritative content, independent advice and inspirational events and competitions.

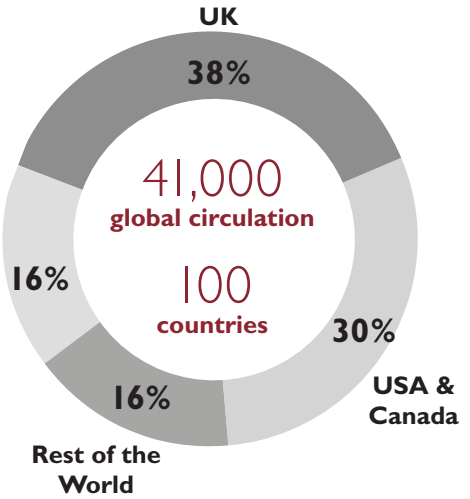
The world's top wine experts have been contributing to Decanter for more than 40 years, since the launch of the magazine in 1975.

The international wine trade trusts Decanter to deliver a world-class audience of wine enthusiasts who interact with Decanter and explore their passion for wine through the magazine, websites, tastings, awards and events.



DECANTER BRAND REACH

Decanter MAGAZINE



Decanter.com

580,000+
users per month

1.2 million
page views per month

Decanter CHINA 中国醇鉴

80,000+
readers through decanterchina.com and Decanter China social media

DECANTER SOCIAL MEDIA

170,000+	113,000+	133,500+	13,500+	30,000+	24,000+	32,000+
followers	followers	followers	followers	unique users	followers	subscribers

ABOUT DWWA

Now in its 17th year, the Decanter World Wine Awards (DWWA) is the world's largest and most influential wine competition. Judged by the top wine experts from around the globe, the DWWA is trusted internationally for its rigorous judging process.

DECANTER WORLD WINE AWARDS*

280
world renowned experts from
30
countries, including
65
Masters of Wine and
23
Master Sommeliers

Wines entered from more than
55
countries globally

50	148	480
BEST IN SHOW	PLATINUM	GOLD

(*DWWA 2019)

"DWWA is judged by regional specialists so when your wines are judged by, let's say, the Champagne panel, it's made up of Champagne specialists so I think that makes a big difference. ***It makes the results more credible and you can rely therefore on those scores more."***

- Michael Hill Smith MW, DWWA Co-Chair

"The Decanter World Wine Awards is an effective tool to increase brand awareness & grow business. [It's] a powerful tool in helping to gain listings, ***we also see a direct correlation to increased distributor orders."***

- Mike Herrick, Trinity Hill

"Winning a DWWA medal had a huge impact for our small winery! *We received several organic mentions and praise in local food & travel publications with regards to the score which gave us the opportunity to share the accolades with our DTC list, which in turn, resulted in many purchases of this wine and engagement."*

- Maral Papakhian, Three Sticks Winery



WHY ENTER

1. Have your wines tasted by the most influential people in the wine world (page 5-6)



2. Benchmark your wines against the competition (page 7)



3. Benefit from Decanter's endorsement, media reach and events (page 8)



4. Dedicated global PR campaign to provide maximum media coverage for winners (page 9)

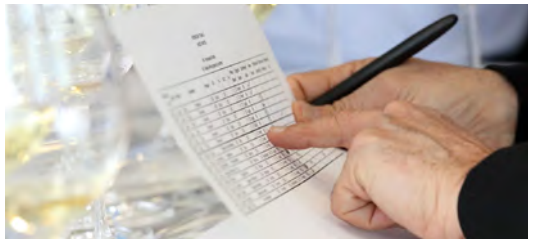




5. Tastings and events for medal winners at trade fairs and with retailers around the world (page 10)



6. Opportunity for producers who are currently not represented in the UK to enter Decanter's new initiative, the DWWA Buyer's Report (page 11)



"I think it's really well recognised around the world that ***Decanter World Wine Awards set the standard for having the most rigorous and high-quality competition among all the others out there."***

- Jeannie Cho Lee MW, Regional Chair for Burgundy

"We wouldn't miss participating at the annual DWWA. It is one of the most important events for us due to its impeccable standards and excellency. ***DWWA helps us to understand how our wines are perceived by a highly professional, international tasting jury.***

Another important aspect is the fact that DWWA is a competition that is open to all wines. It is great to see that our organic-biodynamic wines can hold their own in an international setting."

- Annette Mueller, Fattoria La Vialla

THE JUDGES

Have your wines tasted by the most influential people in the wine world.

CHAIRMAN EMERITUS



Steven Spurrier
Decanter's consultant editor

THE CO-CHAIRS



Michael Hill Smith MW
International wine judge, wine consultant and Australia's first Master of Wine



Sarah Jane Evans MW
Award-winning journalist and ex-chair of the Institute of Masters of Wine



Andrew Jefford
Decanter columnist and blogger, wine writer and broadcaster

THE REGIONAL CHAIRS



ARGENTINA & THE REST OF SOUTH AMERICA (excluding Chile)
Paz Levinson



ASIA
Poh Tiong Ch'ng



AUSTRALIA
Huon Hooke



BORDEAUX
Jane Anson



BURGUNDY (excluding Beaujolais)
Jeannie Cho Lee MW



CANADA
Barbara Philip MW



CENTRAL EASTERN EUROPE
(joint-chair with Beth Willard)
Caroline Gilby MW



CENTRAL EASTERN EUROPE
(joint-chair with Caroline Gilby MW)
Beth Willard



CHAMPAGNE
Peter Liem



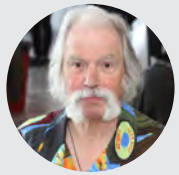
CHILE
Peter Richards MW



GERMANY & AUSTRIA
Markus Del Monego MW



GREECE & CYPRUS
Nico Manessis



LOIRE
Jim Budd



MEDITERRANEAN
Caro Maurer MW

THE REGIONAL CHAIRS



NEW ZEALAND
Bob Campbell MW



PIEDMONT
Stephen Brook



PORT & MADEIRA
Richard Mayson



PORTUGAL
Sarah Ahmed



PROVENCE
Rod Smith MW



RHÔNE
Matt Walls



SOUTH AFRICA
Fiona McDonald



SPAIN (joint-chair with Ferran Centelles)
Pedro Ballesteros Torres MW



SPAIN (joint-chair with Pedro Ballesteros Torres MW)
Ferran Centelles



SWITZERLAND
Paolo Basso



TUSCANY
Monty Waldin



UK
Stephen Skelton



USA & CENTRAL AMERICA
James Tidwell MS



VENETO
Richard Baudains

TBC:
Alsace, Australia, Beaujolais, South West & Rest Of France, (Jura, Savoie & Corsica)**,** Central Italy (excluding Tuscany) Languedoc-Roussillon, Northern Italy (excluding Piedmont & Veneto) and Southern Italy

"Some of the knowledge, experience and talent here at Decanter is amazing. It's like a who's who in the wine world. ***We have a lot of very knowledgeable wine professionals here who know what they are doing, so that lends a lot of credibility to a wine award from Decanter."***

- Peter Liem, Regional Chair for Champagne

"I'm proud to be part of the Decanter World Wine Awards for the past 10 years. The judges there are focusing only on one area so they know the area inside out. When I taste the wines from Chile, I'm tasting Chile inside out and I share my knowledge with the other judges and learn a lot from them. If you taste the wines from Italy, and then you taste the wines from Chile, then taste the wines from Australia, it's quite difficult to have people who are good enough to do this in a short period of time. ***I think lean focus is Decanter World Wine Award's strength."***

- Dirceu Vianna Junior MW, Regional Chair for Chile (DWWA 2019)

BENCHMARK YOUR WINES

Panels of regional experts blind-taste DWWA wines in carefully organised flights by country, region, colour, grape, style, vintage and price. This ensures that wines are judged against their peers.

PRICE BRACKETS:

Entry Level (price band A):	up to £7.99
Mid-Range (price band B):	£8 to £14.99
Premium (price band C):	£15 to £29.99
Super-Premium (price band D):	£30 to £59.99
Boutique/Icon (price band E):	£60+



"DWWA is my quality benchmark and helps me ensure I am producing consistently high-standard wines. I want to compete with the rest of the world, not just with my peers in New Zealand.

I consider this the only worthwhile worldwide award competition to enter. ***If you can only afford one big award entry per year this is the one that matters, forget the rest."***

- Janiene Bayliss, Ata Mara

DECANTER WORLD WINE AWARDS

JUDGING PROCESS & MEDALS

STAGE 3 - BEST IN SHOW

The competition then culminates in a final tasting of Platinum winners by the Co-Chairs where the ultimate accolade of 'Best in Show' is given to the finest wines of the DWWA.

97-100
POINTS

STAGE 2 - PLATINUM

In the second week, a panel consisting of Co-Chairs and Regional Chairs re-taste all the Gold winners and award Platinum medals to the best wines.

97-100
POINTS

STAGE 1 – BRONZE, SILVER & GOLD MEDALS

In the first week, Regional Chairs oversee their respective panels, settle any score discrepancies, and re-taste all Silver and Gold winners for consistency. Co-Chairs then re-taste all Gold winners for final endorsement. Silver winners are therefore tasted twice and Gold winners three times. This rigorous process ensures that each wine is reviewed thoroughly.

95-96
POINTS
An excellent wine of great complexity & character

90-94
POINTS
A very accomplished wine, with impressive complexity

86-89
POINTS
A well-made,straightforward & enjoyable wine

COMMENDED

83-85
POINTS
An acceptable & simple wine

DECANTER ENDORSEMENT & MEDIA REACH

EVENTS

Free platform to showcase Gold, Platinum and Best in Show winners on the DWWA winner's table at Decanter events – the world's leading consumer wine shows.

Spain & Portugal Encounter
29 February 2020

Italy Fine Wine Encounter
16 May 2020

Decanter Fine Wine Encounter
7-8 November 2020

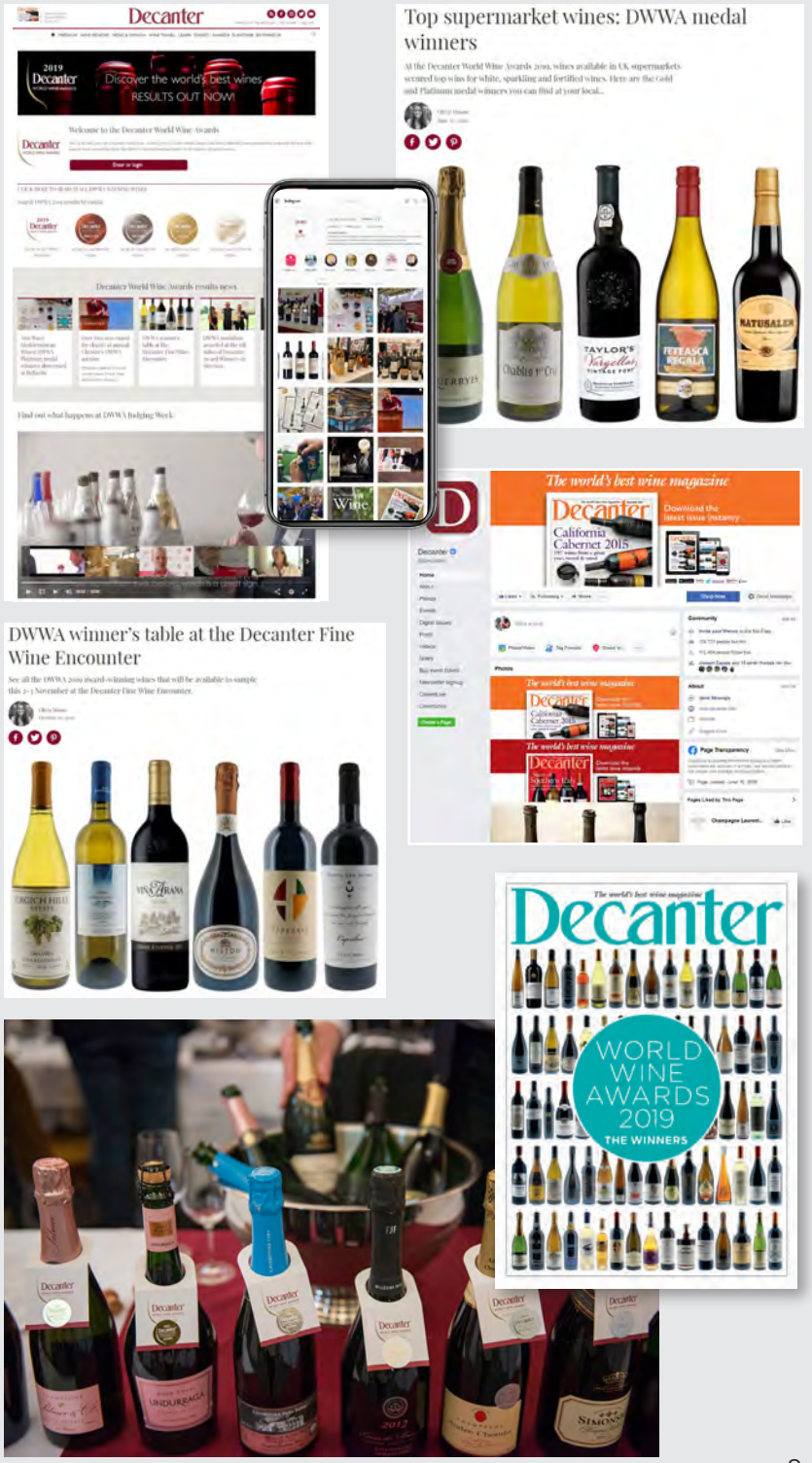
Sample drop-off available at this event





MEDIA REACH

Medal winners benefit from extensive promotion on Decanter platforms: Full coverage during and post judging week across all social (Instagram, Facebook, Twitter) and digital platforms (decanter.com and decanterchina.com), as well as a dedicated DWWA supplement in the September issue of Decanter magazine.



DEDICATED GLOBAL PR CAMPAIGN

Decanter works with a dedicated PR agency to deliver a global PR campaign, providing maximum international coverage for medal-winners and the competition.

DWWA* winners featured in more than 100 media outlets including:

The Daily Telegraph · BBC · bettane+desseauve · The Times · Saturday Kitchen Live · The Huffington Post · itv · Metro · Unilad · The New Zealand Herald · China Daily 中国日报 · Daily Mail · yahoo!

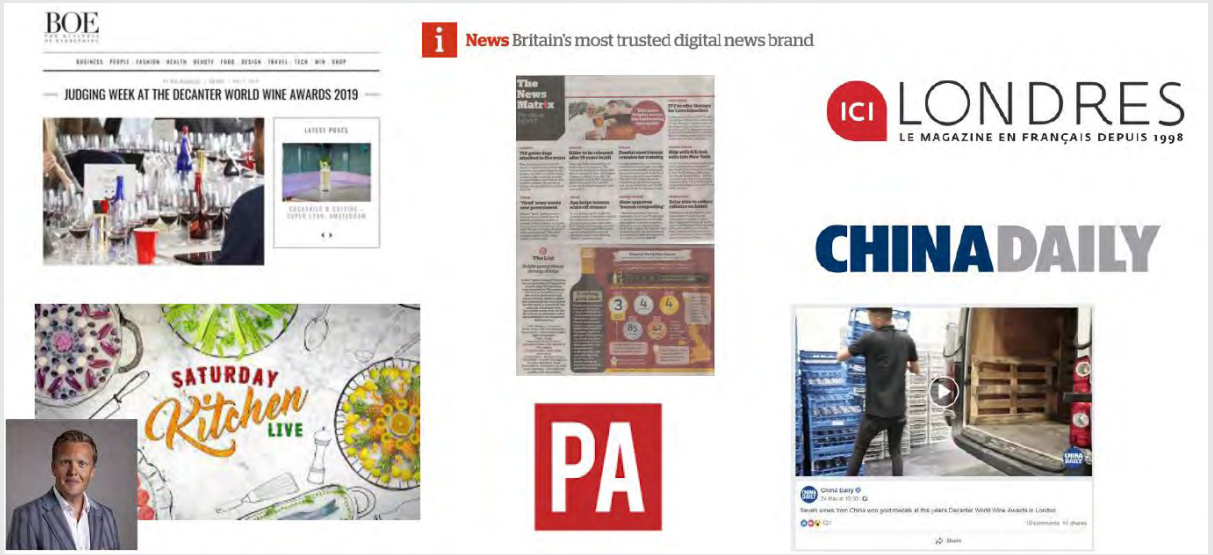
Global circulation of 2019 campaign in excess of 100 million.

(*DWWA 2019)



"DWWA is one of the opportunities for a producer to really see in a third party context how their wines fare and then, if they are lucky enough, if their wines show well enough to get a medal, then they can use that as marketing and it's really worth something on the global stage."

- Barbara Phillip MW, Regional Chair for Canada



WORLDWIDE TASTINGS & EVENTS

DWWA-focused events, stands and masterclasses held globally to promote award-winning wines to both trade and consumers.



Salon of Decanter Award Winners with DWWA judges Robert Gorjak and Beth Willard, Ljubljana, Slovenia



New Wave Mediterranean Wines: DWWA Platinum medal winners showcased at Bellavita London with Dirceu Vianna Junior MW



DWWA Gold Medal Showcase with DWWA judges Alistair Cooper MW and Paulo Brammer, Rio de Janeiro, Brazil

RETAILER PROMOTIONS

We work with retailers worldwide to showcase, highlight and promote DWWA medal winners in-store and online.



Vin Rooms, Canada



NZ Cellar, UK



Vinoteca SOIL, Argentina



Waitrose and Partners, UK

TRADE SHOWS:

Australia Trade Tasting*
London, UK
21 January 2020

Millésime Bio*
Montpellier, France
27-29 January 2020

Salon de Vins de Loire*
Angers, France
3-4 February 2020

Wine Paris*
Paris, France
10-12 February 2020

ProWein
Dusseldorf, Germany
15-17 March 2020

Vinitaly
Verona, Italy
19-22 April 2020

*Sample drop-off available at these trade shows.

More 2020 shows are likely to be added.

DWWA BUYERS' REPORT

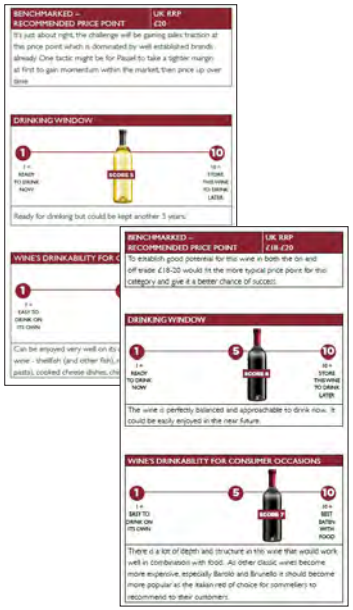
A new initiative introduced in 2019 by Decanter to assist producers who are currently not represented in the UK.

The DWWA Buyers' Report is open exclusively to wineries who win a bronze medal and above in the Decanter World Wine Awards.

Wines are evaluated by a panel of leading buyers from both the off and on-trade who assess the wines' suitability for the UK marketplace including the marketing, commercial attractiveness and the ideal distribution channels.

Participants receive a feedback report from Decanter with a detailed assessment of the wine, in addition to a quote attributed to Decanter that can be used in commercial/promotional materials.

The report aims to provide producers with a comprehensive selling tool to help position themselves in the UK market.


BENCHMARKED – RECOMMENDED PRICE POINT
UK RRP £20
DRINKING WINDOW
WINE'S DRINKABILITY FOR CONSUMER OCCASIONS

"Very viable commercially; lots of Priorat power and character. Intense and robust and very food friendly, not over the top but a very definitive statement."

- MW Consultant*

"A good simple fun wine at a very good price point that punches above its weight in terms of quality vs price. Good commercial potential for an everyday wine that has green credentials - ie organic."

- Master Sommelier*

"I would love to see this in the UK market, it is a charming example of Pessac with fresh fruit and fine structure - a great style of wine if priced accordingly it should do well."

- On-trade buyer*

(*Feedback from DWWA UK Buyers' Report 2019)

THE BUYERS PANEL*

The two panels of judges are made up of key buyers and industry experts representing both the off and on-trade via the following channels; national and independent retailers, importers, leading fine dining restaurants and exclusive members clubs.

(*Panel from DWWA UK Buyers' Report 2019)



Ana Sapungiu MW
Master of Wine and head wine buyer at Oddbins Wine Merchants



Beth Willard
Buying manager at Direct Wines/Laithwaite's



Clément Robert MS
Master Sommelier and wine buyer and group head sommelier at Caprice Holdings



Emma Dawson MW
Master of Wine and senior wine buyer at Berkmann Wine Cellars



Joanna Simon
Award-winning wine writer, author and presenter



Pierre Mansour
Head of buying at The Wine Society



Rebecca Palmer
Associate director and buyer at Corney & Barrow Ltd



Ronan Sayburn MS
Master Sommelier and head of wine at 67 Pall Mall



Simon Field MW
Master of Wine and former buyer at Berry Bros & Rudd for 20 years

2020 ENTRY DETAILS

KEY DATES AND DEADLINES

5 November 2019	Registration opens
5 November 2019	UK warehouse opens for direct deliveries
2 December 2019	Consolidated shipping depots accept deliveries
21 February 2020	Delivery deadline for all consolidated shipping depots
28 February 2020	**ENTRY & PAYMENT DEADLINE**
6 March 2020	Deadline for direct deliveries to the UK warehouse
27 April – 1 May 2020	Judging week
4 – 7 May 2020	Platinum & Best in Show judging
May 2020	Results released to entrants and full results published on Decanter.com



CHARITY
Unopened samples help raise money for charity. Proceeds from the 2020 competition will go to a number of charities including The Benevolent, Wine & Spirit Education Trust, WaterAid and more.

Enter and pay online at

www.decanter.com/enter

and save £12 per wine entry

Online entry fee:
£160 per wine (+ 20% VAT if applicable)

Offline entry fee:
£172 per wine (+20% VAT if applicable)

Consolidated shipping fee:
£51 per wine

ENQUIRIES:

Contact the DWWA team at
awards@decanter.com

MORE INFORMATION AT
www.decanter.com/en/dwwa/

Decanter World Wine Awards 2020 is kindly sponsored by

RIEDEL THE WINE GLASS COMPANY
GRAPE VARIETAL SPECIFIC®

TŶ NANT NATURAL MINERAL WATER