

DWWA RESULTS PROMOTION

*The world's largest & most influential wine competition,
with unrivalled global reach*

1 NEW DECANTER MAGAZINE DWWA FEATURES

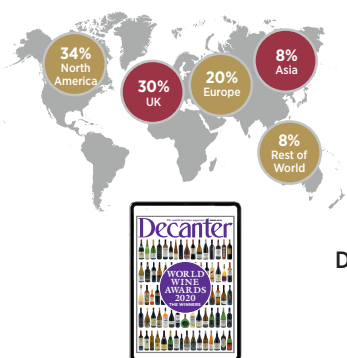
Every issue of Decanter magazine includes pages dedicated to DWWA award-winning wines.

Read in **100+** countries



2 DEDICATED DWWA 2020 SUPPLEMENT

Decanter's September 2021 issue will include the DWWA supplement - dedicated entirely to 2021 results.



850+

award-winning
wines included

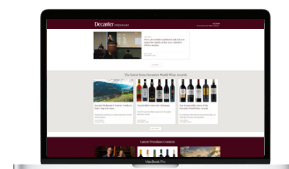
49,000+

global circulation
+ available via the
Decanter Premium app
(8k+ subscribers)



3 NEW DECANTER.COM WEEKLY DWWA FEATURES

DWWA features, including tasting notes and scores, are published on the Decanter.com homepage weekly.



752,000+
monthly users

1.4+ million
page views per month*

*Source: Google Analytics 2020

4 NEW DECANTER NEWSLETTERS

DWWA results news and highlights are included in Decanter daily, weekly and DWWA newsletters.



5 DEDICATED GLOBAL PR CAMPAIGN

Decanter works with a PR agency to deliver a global campaign for DWWA results in top international publications. 2020 results appeared in 216 global titles including...



Global potential reach
of DWWA 2020
campaign in excess of
1+
billion

Coverage appeared in
20+
countries

6 DECANTER SOCIAL MEDIA

DWWA features are shared weekly across Decanter, Decanter China and Decanter Awards social media channels.



7 DECANTER FINE WINE ENCOUNTERS*

Decanter's renowned international Fine Wine Encounters include DWWA winners' tables to showcase award-winning wines free of charge.

4,500+ attendees



8 WORLDWIDE TASTINGS, EVENTS & PROMOTIONS

Decanter works with retailers across the globe to promote DWWA. When safe, DWWA is also promoted at the world's leading wine fairs & events.



*2021 events subject to change due to Covid-19 restrictions