



DWWA 2021

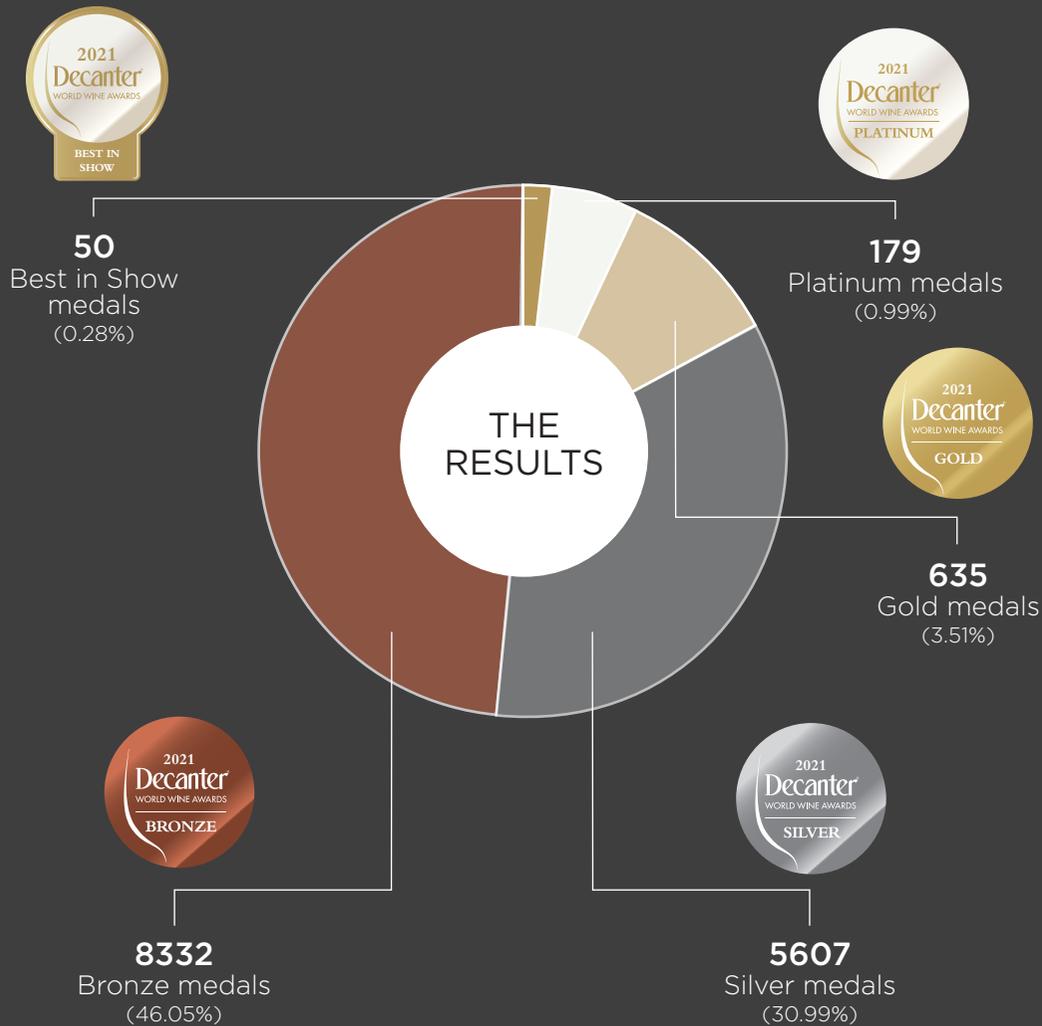
WINNERS' TOOLKIT

How to promote your
award-winning wines



DWWA 2021: At a glance

The 18th edition of the Decanter World Wine Awards saw a record number of wines judged. Across 15 days, almost 170 expert wine judges, including 44 Masters of Wine and 11 Master Sommeliers, evaluated 18,094 wines from 56 countries.



How to promote your win

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DWWA medal stickers

Make your award-winning wine stand out & give consumers confidence when choosing which wine to buy.



'To refer to my own experience as a wine buyer at Waitrose, that medal sticker does make a real difference. The Gold medal, or Silver, or Bronze is a confidence booster when it comes to the purchase point, and that's so important in a shop setting. Certainly in my experience I see that stickers generate an uplift in sales.'

- Victoria Mason, DWWA 2021 judge & wine buyer at Waitrose

All winners can purchase medal stickers for corresponding results at the dedicated Decanter Awards shop. Stickers come in rolls of 1,000 and include free worldwide delivery.

[BUY STICKERS NOW](#)

DWWA certificates & medal logos

Ensure all companies you work with have access to DWWA logos and certificates so that they can create point of sale materials to help you sell more of your wine, to both the on and off-premise trade.

Display your medal alongside your award-winning wines online to build and grow consumer trust in your wines and brand, and showcase your well-earned certificate in the winery to help with DTC sales.



[DOWNLOAD CERTIFICATES IN YOUR ACCOUNT](#)

[DOWNLOAD DIGITAL MEDAL LOGOS](#)

International PR campaign

Decanter works with a dedicated PR agency to deliver a global campaign focused on DWWA 2021 results. Utilise the DWWA 2021 press releases to help promote and bolster the significance of your win.

SEE ALL PRESS RELEASES

“DWWA is the world’s leading wine competition. Having tasted in a number of other competitions, I know how well it’s organised and how carefully everything is done.

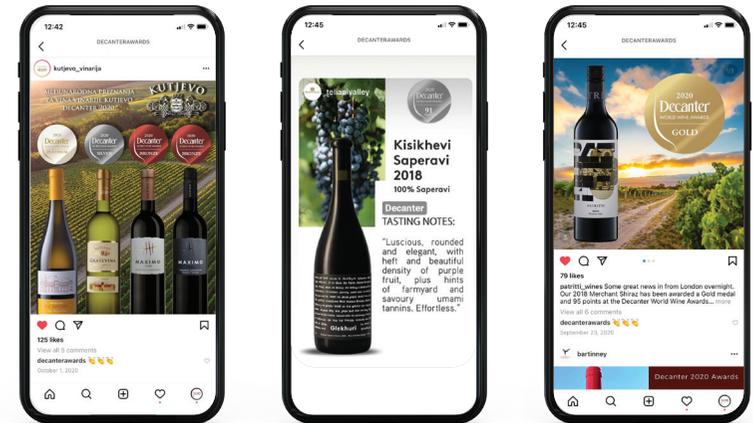
So if you get a medal from DWWA it really is worth having and everybody respects it internationally. It is as it were the closest you can get to a universal benchmark.”

**Andrew Jefford,
DWWA 2021 Co-Chair**



Social media

Share your win on social media and tag @decanterawards so we can share the good news too.



@decanterawards
#DWWA #DWWA2021

FOLLOW US

DWWA 2021 results features will be shared weekly across Decanter and Decanter Awards social media channels. Follow @decanterawards and @decanter to see if your award-winning wine is highlighted.



237,000+ followers



145,000+ followers



151,000+ followers



29,000+ followers



30,000+ unique users



27,000+ unique users



54,000+ unique users

Advertise with Decanter

Promote your award-winning wine in the magazine, online and on Decanter's social media channels for maximum coverage.



DOWNLOAD MEDIA PACK

Decanter Fine Wine Encounters & tastings

Decanter proudly promotes your award-winning wine through its global digital networks, world-renowned Decanter Fine Wine Encounters, presence at major wine trade shows and promotions with leading retailers around the world.

Though tastings and events have been put on hold, we hope to resume events as soon as possible. Be sure the email on your account is up-to-date and you are signed up to receive DWWA newsletters to know when we are recruiting wines for future events.



As part of our initiative to promote DWWA winners, unless otherwise stated, we offer these promotional opportunities free of charge.

SIGN UP TO DWWA NEWSLETTER

DWWA Buyers' Report

For producers looking to gain or improve distribution in the UK

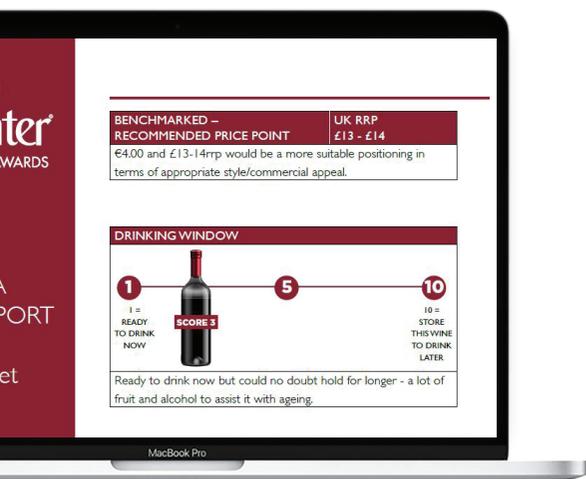
The DWWA Buyers' Report is open exclusively to producers who won a Bronze medal and/or above in the 2021 Decanter World Wine Awards.

Have your award-winning wine/s evaluated by a panel of leading buyers from both the off and on-trade to assess the wines' suitability for the UK marketplace including the marketing, commercial attractiveness and the ideal distribution channels.



Receive a **bespoke feedback report** from Decanter containing:

- A detailed assessment of your wine and its commercial potential from leading UK buyers with purchasing influence
- Channel strategy and route-to-market recommendations
- Benchmarking analysis with similar wines already in the UK market
- A review of the packaging and its channel suitability
- Quotes attributed to Decanter that can be used in commercial/promotional materials



Registration for the DWWA Buyers' Report opens July 2021. Subscribe to learn more & be the first to know when entries open.

[SUBSCRIBE NOW](#)

The Buyers



RONAN SAYBURN MS
Master Sommelier and
head of wine at 67
Pall Mall



BETH WILLARD
Buying director at
Winetraders

More buyers to be
announced soon

"The Buyers' Report is an excellent initiative by Decanter which brings commercial insight and a UK-based perspective for those wine producers who have nailed quality, through the blind tasting exercise, but are looking for guidance and real-life input in how to crack distribution in one of the best wine markets in the world"

- Pierre Mansour,
Head of Buying,
The Wine Society

How Decanter promotes your win

Decanter magazine DWWA features

Every issue of Decanter includes two pages dedicated solely to DWWA award-winning wines, quotes from producers and/or commentary from DWWA judges.

Read in **100+** countries



Dedicated DWWA 2021 supplement

Decanter's October issue will include the Decanter World Wine Awards supplement - dedicated entirely to the 2021 competition.



31,000+
global circulation

850+
award-winning
wines included

Decanter
PREMIUM



Decanter.com weekly DWWA features

Weekly DWWA 2021 features, including tasting notes, are published on Decanter.com and included on the homepage for maximum coverage.



Decanter newsletters

DWWA features are included in Decanter daily and weekly newsletters, as well as DWWA newsletters, to increase coverage of results.



"I think winning a medal at DWWA is helpful for producers and it works on an international scale with wineries, especially those looking for export, being able to use it well."

Once you've been awarded a medal from Decanter you've then got a much better chance of speaking seriously to a wholesaler who might import your wines."

- Sarah Knowles MW, DWWA judge & wine buyer at The Wine Society

**MORE WAYS DECANTER
PROMOTES YOUR WIN**

ENQUIRIES:

Contact the DWWA team
E: awards@decanter.com

Medal sticker queries
E: adriana.bravo@decanter.com



For more information visit: enter.decanter.com

