

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 2021 SUPPLEMENT

Decanter's October 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.

40,000+
 subscribers -
 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.



228,000+
 followers



145,000+
 followers



145,000+
 followers



37,000+
 followers



27,000+
 subscribers



26,000+
 followers



54,000+
 subscribers



2,000+
 subscribers

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.



For All Wine Lovers



WINESHOPASIA.COM
 buy wine online

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