



2022
Decanter®
WORLD WINE AWARDS

DWWA 2022
ENTRY PACK

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

by Decanter



About the Decanter World Wine Awards

The world's largest and most influential wine competition, the Decanter World Wine Awards is arguably the most comprehensive and authoritative source of recommendations for wine lovers worldwide.

Organised and promoted by **Decanter**, the world's leading wine media brand, Decanter World Wine Awards (DWWA) has the largest global reach of any wine competition worldwide, with results trusted internationally by both trade and consumers.

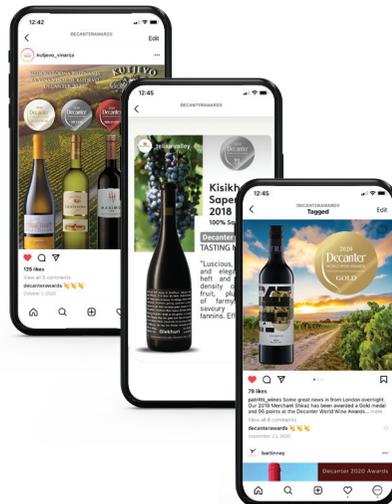
MAGAZINE

Consumers and trade in **over 100 countries** read Decanter magazine with a **global circulation of 43,000*** to find out DWWA results.



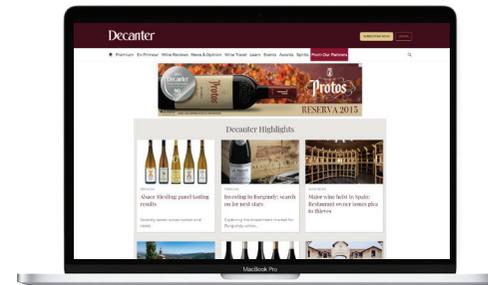
SOCIAL

Decanter and Decanter Awards social media channels have a combined reach of **710,000+** with DWWA results news shared across all channels.



DIGITAL

Decanter's digital channels see a total monthly reach in **excess of 2 million** from trade & consumers across **227 countries & territories**, with DWWA results announced across all digital platforms.



INTERNATIONAL PR

Decanter World Wine Awards' extensive PR and communications campaign sees promotion of results to **1+ billion** consumers/international trade (global potential reach).

CITY A.M. **The Guardian**

LE FIGARO **HOUSE & GARDEN**

The Telegraph **BBC RADIO**

Evening Standard

Expert judges & the judging process

Have your wines tasted by the most influential people in the wine world with a rigorous and internationally trusted judging process.

WATCH: How the DWWA judging process works ▶



THE CO-CHAIRS

NEW for 2022, DWWA will be led by four expert Co-Chairs



MICHAEL HILL SMITH MW

International wine judge, wine consultant and Australia's first Master of Wine



ANDREW JEFFORD

Decanter columnist, award-winning wine writer and broadcaster



SARAH JANE EVANS MW

Award-winning journalist and ex-chair of the Institute of Masters of Wine



RONAN SAYBURN MS

Court of Master Sommeliers CEO (European chapter) and wine consultant

The success of the Decanter World Wine Awards rests on its **unique judging process and world-class judging panels**. Wines are judged on a regional basis in carefully organised flights by country, region, colour, grape, style, vintage and price point.



Categorisation by price band is unique to the DWWA judging process, and is included as a factor when judging regionally to ensure wines are judged against their peers, and quality awarded in relation to price point.

ENTRY LEVEL	MID-RANGE (LOWER)	MID-RANGE (UPPER)
Price band A: up to £9.99	Price band B: £10 to £14.99	Price band C: £15 to £19.99
PREMIUM	SUPER PREMIUM	BOUTIQUE/ICON
Price band D: £20 to £29.99	Price band E: £30 to £49.99	Price band F: £50+

Why enter

1

Have your wines tasted by the world's top wine experts and regional specialists

Judged by the leading experts from around the world, including Masters of Wine and Master Sommeliers, wines at DWWA are evaluated by regional specialists who understand the typical factors of a region.

2

Benchmark against the competition

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. Entering year after year allows you the opportunity to receive objective feedback on the quality of your wines and where they sit in regional and international contexts.

3

Benefit from Decanter's endorsement and unrivalled media reach

Trusted internationally by consumers and trade for its independence and authority, Decanter promotes medal winners extensively across all platforms including Decanter magazine, Decanter.com, Decanter social media channels, DecanterChina.com, Decanter events (virtual and in-person), plus a DWWA results issue.

4

Worldwide partnerships & events

We work with retailers worldwide to promote DWWA medal winners in-store and online. DWWA-focused events, stands and masterclasses, are held globally to promote award-winning wines to both trade and consumers.

5

Opportunity to receive additional feedback with the DWWA Buyers' Report - UK Market

Open to DWWA medal winners only, the Buyers' Report is a programme to assist producers looking to gain or improve distribution in the UK market. Entrants' wines are re-assessed from packaging to channel strategy for commercial insights and feedback from top wine buyers in the UK.

Impact of winning a DWWA medal

Winning a medal at DWWA is a **trusted mark of approval** for consumers and buyers globally and has proven to:



INCREASE WINE SALES

"Winning a DWWA medal has a great impact on our brand as we have seen that our wine sales have picked up straight after the release of the results. It is a great way to compare ourselves and compete against the world's best producers. We also see that the DWWA has one of the best judging panels and criteria." - **Cederberg, South Africa**



SECURE DISTRIBUTION IN NEW MARKETS

"Immediately after the results were released we were contacted by several buyers who wanted to buy stock of our winning wine. Besides that, DWWA is the only competition we participate in as it is recognised worldwide and has the best tasters!"

Viña Casa Marin, Chile



IMPROVE BRAND AWARENESS

"I'd certainly recommend others to enter their wines into DWWA as it is an international competition with an unquestionable image and reputation. The awards won from DWWA really matter and are regarded as objective and valuable."

Edoardo Miroglio, Bulgaria



CONFIRM QUALITY INTERNATIONALLY

"Decanter has always been very important to us over the past decades. The ratings and especially the awards and medals gain visibility on the market. It is a very good guideline for new consumers and a confirmation for our existing customers. It is always getting harder to get better visibility in wine shops and on the internet. A medal, good rating or award from Decanter makes the difference." **Weingut Kracher, Austria**



How DWWA results are promoted

DECANTER MAGAZINE DWWA FEATURES

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



Read in 100+ countries

DEDICATED DWWA 2022 SUPPLEMENT

Decanter's September 2022 issue (on sale August) will include the DWWA supplement – dedicated entirely to 2022 results.



43,000+
global circulation
+ available via
the Decanter
Premium app
(9.7k+ subscribers)

850+
award-winning
wines included

Decanter
PREMIUM

DECANTER.COM DWWA FEATURES

DWWA results highlights, including tasting notes and scores, are published on the Decanter.com homepage monthly.



*Source: Google Analytics 2021

DECANTER NEWSLETTERS

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



62,500+ subscribers - Decanter daily, weekly and DWWA newsletters

INTERNATIONAL PR CAMPAIGN

Decanter works with a dedicated PR partner to deliver a global campaign for DWWA results in top international publications. 2021 results appeared in 185 global titles including...



DECANTER SOCIAL MEDIA

DWWA results news & features are shared across Decanter, Decanter China and Decanter Awards social media channels.



WORLDWIDE TASTINGS, EVENTS & PROMOTIONS

Decanter works with retailers across the globe to promote DWWA. Events, masterclasses and stands at trade fairs are held globally to promote results to both trade and consumers.



DECANTER FINE WINE ENCOUNTERS

Decanter's renowned international Fine Wine Encounters include DWWA winners' tables to showcase award-winning wines free of charge. In 2021 the event was virtual, including a DWWA masterclass hosted by all four Co-Chairs.



Additional opportunities for medal winners

DWWA Buyers' Report - UK Market

Exclusive to DWWA 2022 medal winners

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 market, including the marketing, commercial attractiveness and ideal distribution channels.

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BUYERS' REPORT
UK MARKET

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

NEW for 2022, during the DWWA entry process you can confirm interest in taking part. Should your wine win a medal at DWWA 2022 we can designate any unused sample stock for this programme. Buyers' Report fees will apply, but you will not need to mail in additional wines.

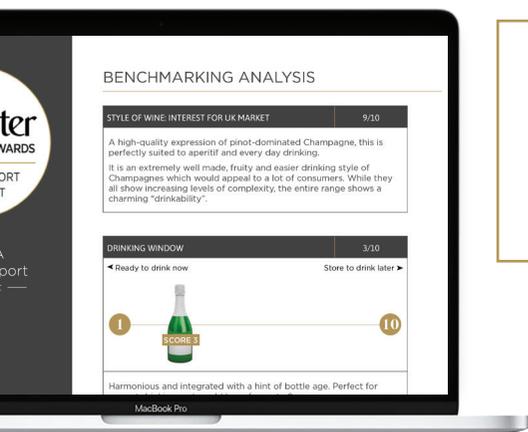
LEARN MORE

Advertise your win with Decanter

DWWA medal winners can promote award-winning wines in the magazine, online, on Decanter's social media channels and with bottle stickers to help increase sales and receive maximum results coverage.



DOWNLOAD MEDIA PACK



DWWA 2022: Key dates & deadlines



PRICES

ONLINE ENTRY FEE: £165 (+ 20% VAT if applicable)

OFFLINE ENTRY FEE:

NEW SAVINGS (Updated from £172 per wine offline pricing)

- **GBP:** £165 (+£15 surcharge per order, not per wine)
- **EUR:** €197 (€18 surcharge per order, not per wine)
- **USD:** \$230 (\$21 surcharge per order, not per wine)

CONSOLIDATED SHIPPING FEE: £55 PER WINE (+20% VAT if applicable)

ENTER & PAY ONLINE

[ENTER.DECANTER.COM](https://enter.decanter.com)

[ENTER NOW](#)

SIGN UP TO THE DWWA NEWSLETTER

Keep up-to-date with important entry information, the latest news and results by signing up to our Decanter World Wine Awards newsletter.

[SUBSCRIBE](#)



CONTACT US:

For all queries, please contact: awards@decanter.com

For more information, visit: enter.decanter.com

CHARITY: Unopened samples help raise money for charity and education. Proceeds from the 2022 competition will go to a number of charities and trade education programmes including Wateraid, Change Please, Cancer Research UK, The Drinks Trust, apprenticeships and more.

Decanter World Wine Awards 2022 is kindly sponsored by

