



DWWA 2022

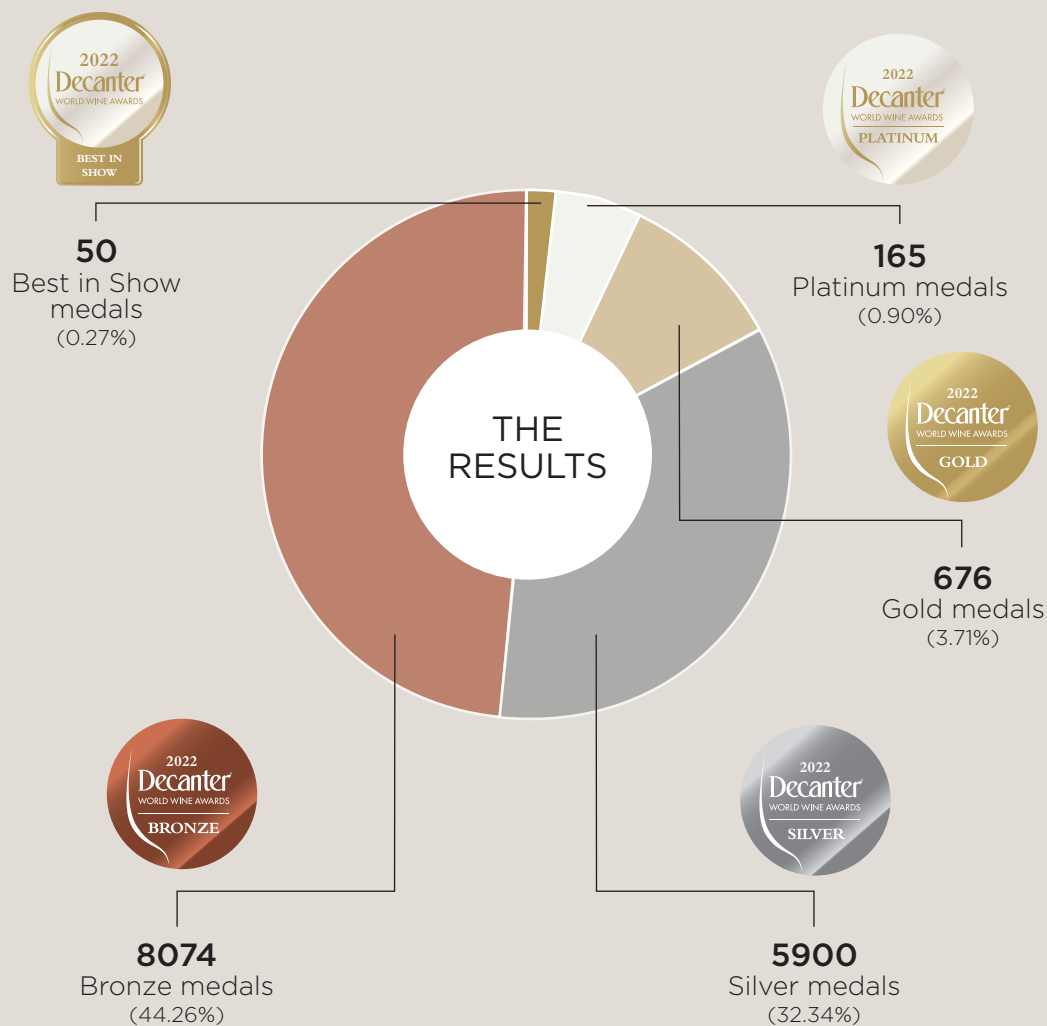
# WINNERS' TOOLKIT

How to promote your  
award-winning wines



# DWWA 2022: At a glance

The 19th edition of the Decanter World Wine Awards saw a record number of wines judged. Across two weeks, almost 250 international wine experts, including 41 Masters of Wine and 13 Master Sommeliers, evaluated 18,244 wines from 54 countries.

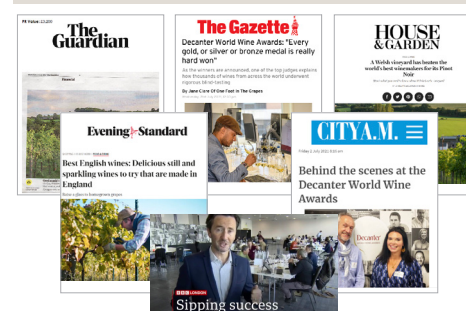


# How to promote your win

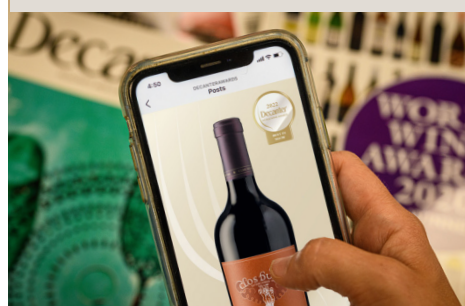
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## DWWA medal stickers

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



*"Medal stickers give consumers guidance - particularly when you get into Gold, Platinum and Best in Show. The medals are saying: these are wines that have done really well in the most important wine competition in the world."*

- Michael Hill Smith MW, DWWA 2022 Co-Chair

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 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

# Social media

Decanter works with a dedicated PR agency to deliver a global campaign focused on DWWA 2022 results. Utilise the DWWA 2022 press releases to help promote and bolster the significance of your win.

SEE ALL PRESS RELEASES



*"DWWA is the most widely accepted and the most prestigious wine awards in the world, and I think that that's because of the very rigorous process it goes through for awarding the best wines."*

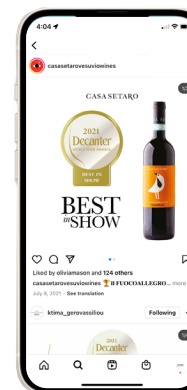
*"These wines have been through a lot of hands, and palates, to get to that level where it's got a sticker on it - whether that's a Bronze, Silver, Gold, Platinum or Best in Show."*

**Ronan Sayburn MS**  
**DWWA 2022 Co-Chair**

**SHARE YOUR WIN** on social media and tag @decanterawards so we can share the good news too.

@decanterawards  
#DWWA #DWWA2022

FOLLOW US  
**690k+**  
total social reach  
@decanterawards  
@decanter



**NEW SOCIAL TEMPLATES** are now available to download and use. Simply add an image of your award-winning wine to the medal template relating to your results and share!



DOWNLOAD SOCIAL TEMPLATES

# 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.

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

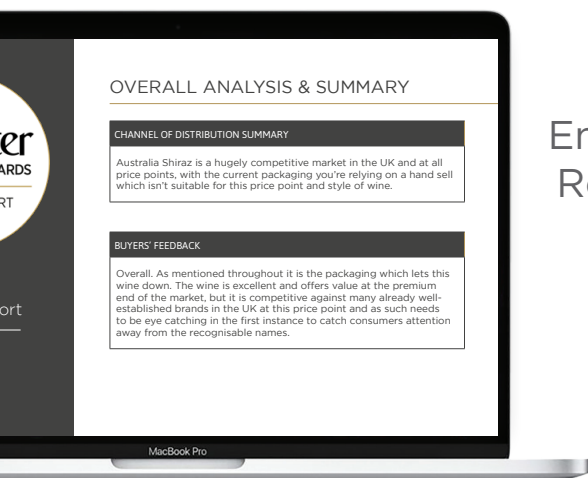
The DWWA Buyers' Report is open exclusively to producers who won a Bronze medal and/or above in the 2022 Decanter World Wine Awards.

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



Entries to the DWWA Buyers' Report open mid June 2022.

LEARN MORE

Have your award-winning wines evaluated by top UK wine buyers:

1 entry	£205
2 entries	£175 per entry
3+ entries	£164 per entry

Buyers from the DWWA 2021 Buyers' Report



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



**BETH WILLARD**  
Buying director at Winetraders



**MAGS JANJO**  
Buyer and owner of MJ Wine Cellars



**ANDREW SHAW**  
Head of trading - wines, beers & spirits at Marks & Spencer

SEE ALL

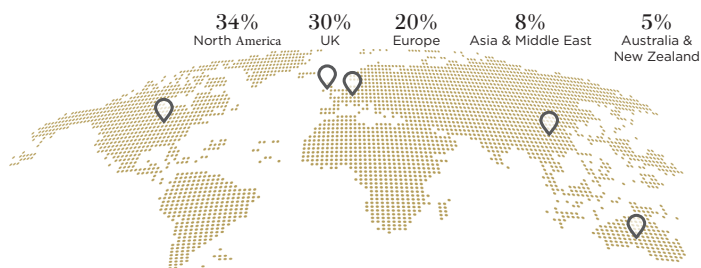


# How Decanter promotes your win

## Decanter magazine DWWA features

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

## Print & Digital distribution



## Dedicated DWWA 2022 supplement

Decanter's September issue will include the Decanter World Wine Awards supplement – dedicated entirely to the 2022 competition.



## Decanter.com DWWA features

DWWA 2022 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.



*"The Decanter World Wine Awards is something really special. We pay huge attention to the wines we have, each one we approach like one of the family in the sense that we really care for it, study it and then rate it as it is now."*

- Sarah Jane Evans MW  
DWWA 2022 Co-Chair

MORE WAYS DECANTER  
PROMOTES YOUR WIN

## ENQUIRIES:

Contact the DWWA team

E: [awards@decanter.com](mailto:awards@decanter.com)

Medal sticker queries

E: [adriana.bravo@decanter.com](mailto:adriana.bravo@decanter.com)



For more information visit [enter.decanter.com](https://enter.decanter.com)  
Search all award-winning wines at [awards.decanter.com](https://awards.decanter.com)

