



Decanter[®]

RETAILER AWARDS

DECANTER RETAILER AWARDS 2023

ENTRY PACK

Recognising & celebrating
the very best wine retailers
across the UK





From neighbourhood shops to national retailers - *and expanding to include UK cellar doors* - the Decanter Retailer Awards **recognises excellence** across a range of categories and specialities in wine retail, in-store and online.

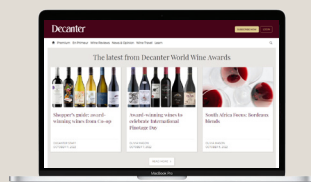
Specifically focused on the UK market, the awards offer wine drinkers an **indispensable guide** to the **best retail experiences** across the nation.



Central England Regional Wine Shop of the Year 2022,
Mr & Mrs Fine Wine - The Wine Bank

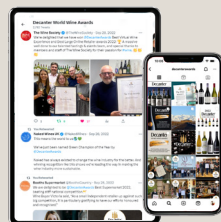
CHAMPIONING THE UK'S BEST WINE RETAILERS

Promoted and endorsed by **Decanter** - the world's leading wine media brand - Decanter Retailer Awards results are published across Decanter's platforms to give winners maximum exposure, including:



Decanter.com

Decanter.com global monthly page views are in excess of 1.2 million, with **212k UK monthly sessions**. The DRA shortlist and results are announced on Decanter.com with top homepage presence on the day for the highest potential reach.



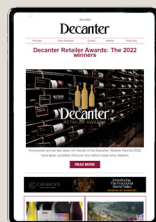
Social Media

Decanter's social channels have a combined reach of **785k+** with the DRA shortlist and results announced across all, including individual, retailer-named results announcements across @decanterawards



Decanter magazine

With a global circulation of 43k and one of the **largest readerships being the UK**, DRA results are published in Decanter's October issue to help leverage key sales campaigns ahead of the holidays.



Newsletters

Decanter daily and weekly newsletters include DRA highlights and banners to promote results to its **90k subscribers**.



THE JUDGING PROCESS

The Decanter Retailer Awards judging process is thorough and trusted with the panel reviewing entries, assessing, visiting, scoring, re-scoring and confirming evidence of excellence over the past year within each category.

Judged across three stages by industry experts, entries are examined based on what Decanter readers think is most important when purchasing wines: **Quality, Value, Range, Service, Innovation and Performance.**

STAGE

1

Over the course of three weeks, the judges work in pairs and are assigned categories to assess entries except Supermarket, which are evaluated by all the judges. Entrants are scored from 1-10 on the following:



STAGE

2

Across three weeks, the panel looks collectively at the shortlist of top-scoring entrants in each category for a collective consensus.



STAGE

3

The judging panel reconvenes for one final and intensive day to determine the runners-up and winners of each category, comparing, debating and reviewing findings from the previous rounds of judging to ultimately determine the results. In addition, they select the Outstanding Retailer of the Year and Judges' Choice, considered from all entrants in all categories.



THE JUDGING PANEL

Peter Richards MW, Chairman



Master of Wine, author and regular Decanter contributor. Peter's credits include more than a decade on BBC One, Sky One, ESPN, Financial Times, The Guardian, ITV1, Radio 4, BBC2 and The Sunday Times.

Laura Clay



Chairman of the Association of Wine Educators. Laura's experience includes working for Hallgarten Wines, running courses and tastings throughout the UK and founding the bi-annual festival, Love Wine.

Andy Howard MW



Contributing Editor for Decanter and owner of consultancy business, Vinetrades Ltd. Andy previously worked as a buyer for Marks & Spencer for over 30 years.

Michelle Cherutti-Kowal MW



Master of Wine, wine lecturer, author and consultant. Michelle's experience includes teaching both wine industry professionals and consumers in the UK and abroad.

Mags Janjo



Owner of MJ Wine Cellars, an import company offering wine education and consultancy services. Mags boasts more than a decade of industry experience across retail, sales and branding.

More judges to be announced throughout the entry campaign on the DRA entry site [here](#).

THE RETAILERS

Retailers enter from across the UK, including Wales, Northern Ireland, Scotland and 23 counties in England to ensure the awards represent outstanding retailers from every corner of the nation, for a wine-loving nation.

This year we have expanded categories to include UK wineries with Cellar Doors as well as wine buyers and buying teams of retail outlets to celebrate their success and contributions to UK retail.

*Judges have been selected based on their varied industry expertise, with detailed considerations made to ensure there are no conflicts of interest. For this reason, to avoid any questionable conflicts of interest, Mags Janjo will not judge the Subscription Wine Club and Online Retailer categories.



WHY ENTER

1

Gain both consumer and trade recognition for your business and the talented people behind its success.

2

Have your business assessed by industry experts with extensive knowledge in the retail environment to understand where your company sits in the competitive UK retail sector.

3

Grow exposure of your business with Decanter's endorsement and media reach to attract the attention of new customers.

4

Receive promotional assets to share your results and enhance your marketing strategy.

“

I truly believe there isn't anywhere in the world which can compete with the quality and diversity of the UK's wine retailers. Wine lovers here are very blessed

”

- Laura Clay, DRA 2023 judge



CHARITY SUPPORT

For three years running, all proceeds from the Decanter Retailer Awards plus additional donations by Decanter have been donated to drinks industry charities.

For a fourth year proceeds from the 2023 awards will again go to nominated charities including





EVOLVING CATEGORIES

Decanter Retailer Awards categories constantly evolve to fit the current wine industry and consumer trends, with 2023 seeing more additions than ever to **celebrate the best of UK wine retail in all its guises.**

RETAIL CATEGORIES BY LOCATION

Supermarket

Open to any large retail outlet that sells food and other household goods on a self-service basis.

**Winners of this category will be announced across Decanter's digital, print & social platforms, and will have the opportunity to purchase usage of the logo for marketing purposes.*

National Wine Retailer

Open to any retailer with more than one wine shop, with retail outlets in multiple areas of the UK.

Online Retailer

Open to any retailers that have a comprehensive wine range available to buy online.

REGIONAL CATEGORIES

Awards celebrating the best wine shops and multi-stores by location:

- | | | |
|----------------------|----------------------|--------------------|
| • North East England | • South East England | • Scotland |
| • North West England | • South West England | • Northern Ireland |
| • Central England | • Wales | • London* |

1. Regional Wine Shop

Open to retailers with one wine shop in the UK, with an award given per region (see above). *For retailers based in London, there are two awards based on turnover:*

- **London Neighbourhood Wine Shop:** turnover up to £1 million.
- **London Wine Shop:** turnover over £1 million, or one nominated flagship wine shop within the M25 that is part of a larger group or chain.

2. Regional Multi-Store

Open to retailers with more than one wine shop, all of which must be located within one region (see above).

RETAIL CATEGORIES BY SPECIALISM

Newcomer

Open to retailers (online or physical storefront) established in the past three years.

Green Champion

This award aims to recognise a retailer that is making a commitment to reduce its environmental impact.

Hybrid Wine Retailer

Open to wine retailers that sell wine both off- and on-premise.

Virtual Wine Experience

Open to any wine retailer offering online wine experiences or events (e.g. virtual tastings, webinars, masterclasses) to consumers.

En Primeur Campaign

Open to retailers selling wines En Primeur to customers. One award will be given overall for a single En Primeur campaign.

Subscription Wine Club

Open to any retailer offering a monthly/bi-monthly membership club to promote and sell wine.

NEW Own Brand Wine Range

Open to any retailer offering a range of minimum five wines under their own label. One award will be given overall for a single wine range. If you have more than one own-brand wine range you may enter this category for each range, but you must complete another form.

Specialist Retailer

This category is open to any retailers who have a speciality (which may be part of a wider range) that they feel is worthy of commendation.

You may enter as many specialist categories as you wish but you must submit a separate entry form for each category entered.

- | | | | |
|---------------------------|-------------------|------------------------------|---------------------|
| • Australia | • Central & | • New Zealand | • Rhône |
| • Austria | Eastern Europe | • Organic & | • South Africa |
| • Bordeaux | • England & Wales | Biodynamic | • South America |
| • Burgundy | • Germany | • Portugal | • Spain |
| • Champagne/
Sparkling | • Italy | • South & Regional
France | • Sweet & Fortified |
| | • Loire | | • USA |



RETAIL CATEGORIES FOR UK WINERIES

NEW Best UK Cellar Door

Open to any winery in the UK selling wine at the cellar door.

NEW Best UK Winery Wine Club

This category is open to any winery in the UK offering a wine cellar subscription wine club.

RETAIL CATEGORIES FOR WINE BUYERS

NEW Best Wine Buyer

Open to any individual working as a wine buyer for a UK wine retailer. Buyers can nominate themselves or retailers can nominate buyers on their behalf.

NEW Best Wine Buying Team

Open to any wine buying team for a wine retailer in the UK. Minimum two wine buyers on the team.

JUDGES' CHOICE & OUTSTANDING WINE RETAILER OF THE YEAR

Decanter is keen to reward innovative wine retailing. No matter how small or large your company, whether you are an established name or new to the scene, every business that enters the Decanter Retailer Awards will be eligible for the Judges' Choice and Outstanding Wine Retailer awards.

Every entrant is automatically considered for these categories with any entry to Decanter Retailer Awards.





2023 ENTRY INFORMATION

ENTRY PERIOD

22 March	Entries open
26 June	Entry & entry form deadline

JUDGING

10 July - 26 July	First round
31 July - 18 August	Second round
24 August	Final round

RESULTS

12 September	Shortlist published on Decanter.com
26-27 September	Results announced on Decanter.com
6 October	Results published in Decanter magazine

ENTRY FEES

£165 +VAT per category



ENTER NOW

events.decanter.com/retailerawards2023

MORE INFORMATION:

Contact us: retailerawards@decanter.com

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