



## Winners' Toolkit | 2023





# The 20th year of Decanter World Wine Awards, at a glance

Decanter World Wine Awards 2023 saw a record number of wines judged across two weeks.

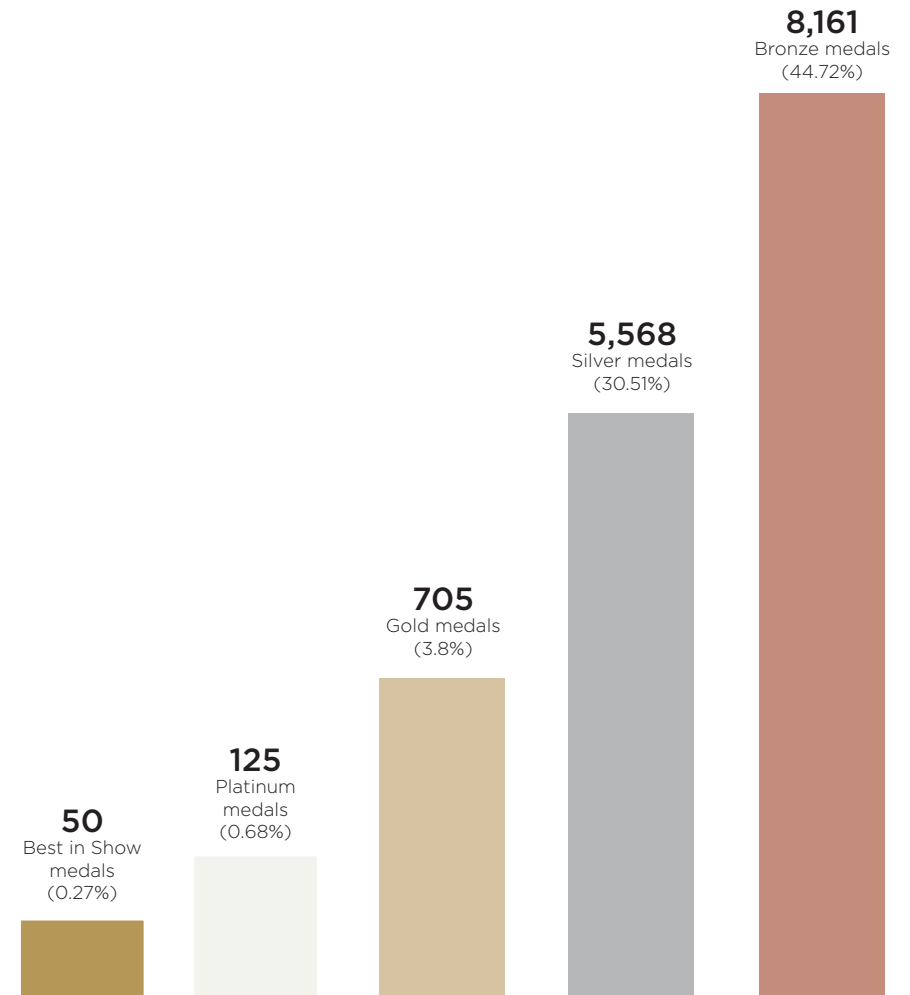
The 20th edition of the competition saw 236 international wine experts, from 30 countries, including 53 Masters of Wine and 16 Master Sommeliers evaluate 18,250 wines from 57 countries with the following results:

[Watch the official DWWA 2023 video →](#)



20 YEARS

DWWA 2023 WINNERS' TOOLKIT





# Share your results from the world's most influential wine competition



## 1.

### **Purchase metallic bottle stickers to make your wines stand out**

Proven to influence buying decisions, a DWWA medal on your bottle is a trusted mark of approval and gives consumers confidence when choosing which wine to buy.

[Buy medal stickers →](#)

## 2.

### **Download digital medal artwork for your marketing materials**

Use DWWA medal logos on digital and print marketing materials to help you sell more of your award-winning wines to both trade and consumers. Ensure companies you work with have access to medal artwork so they can share your good news too!

[Download medal artwork →](#)

## 3.

### **Display your DWWA certificate**

Download your DWWA certificate from your Decanter Awards account, share the digital version with companies you work with and print to display in your offices and cellar door.

[Login to download certificate →](#)

## 4.

### **Use DWWA social media templates**

Use official DWWA social media artwork to share your results. Simply download and add an image of your award-winning wine to the medal template, tag @decanterawards and share!

[Download social media artwork →](#)

# Take advantage of exclusive opportunities for DWWA medal winners



## 5.

### Advertise your results with Decanter

The world's leading wine media brand, Decanter has a total monthly reach in excess of 2.1 million across all channels. Promote your award-winning wine in the magazine, online and on Decanter's social media channels for maximum coverage.

[Download media pack →](#)

## 6.

### Have your award-winning wines showcased at international trade fairs and events

Decanter proudly promotes medal-winning wines globally at world-renowned Decanter Fine Wine Encounters, major wine trade shows and with leading retailers around the world. Be sure the email on your Decanter Awards account is up-to-date to know when we are recruiting wines for future events.

[Subscribe to the DWWA newsletter →](#)

# How Decanter promotes your results

## Decanter magazine features

Each issue includes pages dedicated to DWWA award-winning wines

## DWWA 2023 supplement

Decanter's September issue includes a supplement exclusively for DWWA 2023 results.

## Decanter.com features

DWWA results features are regularly published on the Decanter.com homepage and shared across Decanter newsletters.

## Decanter social media

Results news, features and promotional events are shared across Decanter, Decanter China and Decanter Awards social media channels.

## International PR campaign

Decanter works with a dedicated PR partner to deliver a global campaign for DWWA results in top international publications.

## Decanter Fine Wine Encounters and international events

Decanter's events and involvement at international trade fairs, events and tastings include DWWA showcases to trade and consumers to promote award-winning wines.

— **43k**  
global print circulation

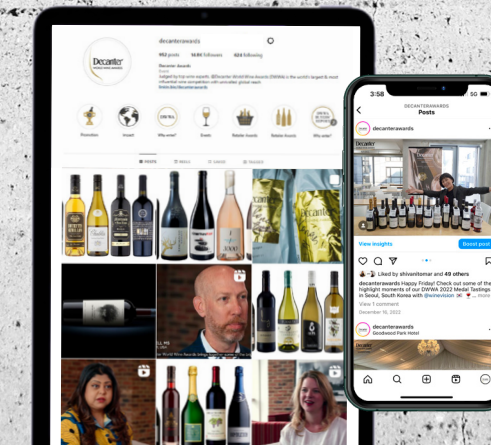
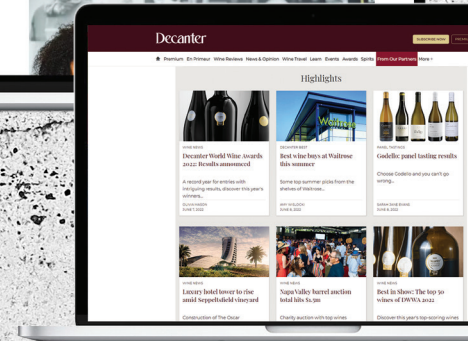
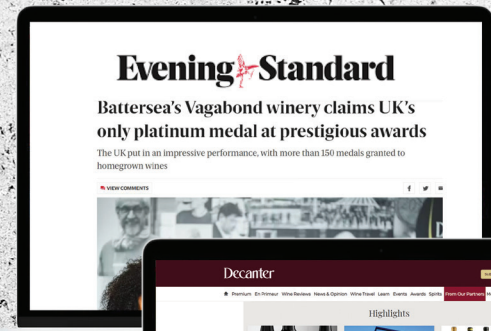
— **825k**  
global monthly sessions

— **450+**  
pieces of print, digital and broadcast coverage

— **850+**  
award-winning wines included

— **690k**  
global monthly sessions

— **5k**  
global Decanter event attendees





# Celebrating your world-class results

Decanter World Wine Awards is internationally recognised for its rigorous judging process. Often cited as the most difficult wine competition to receive a medal, the collegiate three-stage judging process ensures quality is checked and re-confirmed across multiple rounds of judging. Judged by hundreds of the world's best wine experts, a DWWA medal carries international merit – **don't forget to share this success!**

[See DWWA results highlights →](#)

## Contact Us

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