



WINNERS' TOOLKIT

2023

PROMOTE YOUR WIN

IDEAS ON HOW TO PROMOTE YOUR WIN

CERTIFICATES

Showcasing your certificate in store or in the office is a great way to share your success. Take a picture with your certificates to post on social media and email it to us at retailerawards@decanter.com so we can share your win too!



DECALS

Once you receive your window decal, place it on your shopfront or office space for customers, returning and new, to take notice and come inside.



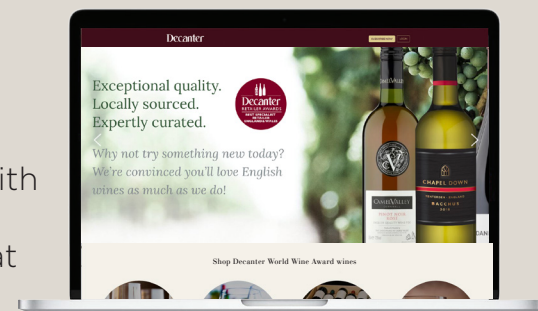
LOGOS

Let customers know you've won by including your awarded logo/s on your website, in newsletters and marketing materials. Download logos [here](#)



PROMOTIONS

What better way to attract customers than running a promotion to celebrate your win? Tie your promotion in with the category you've won to show you are the best at what you do.



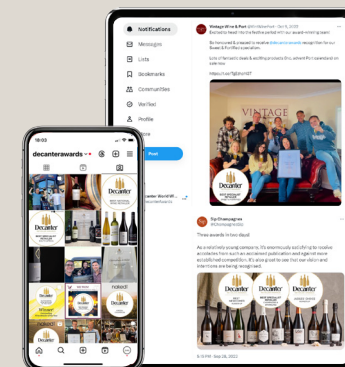
OCTOBER ISSUE

All results are featured in **Decanter's** latest issue. Each awarded retailer will receive a box of magazines to promote their win (eg. sell copies in-store, use for giveaways, display their feature).



SOCIAL MEDIA

Customers and wine lovers are on social! Share your win across social media and tag [@decanterawards](#) so we can repost and help you gain exposure.



DWWA RETAIL PARTNERSHIP

Partner with Decanter/DWWA to promote your Retail Awards win in conjunction with a Decanter World Wine Awards promotion.



2023
Decanter
WORLD WINE AWARDS

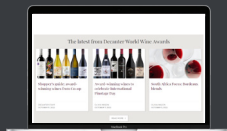
Promote 2023 medal-winning wines that you already stock and we will help support your promotion with a free of charge feature on Decanter.com, inclusion in newsletters and across social media.

Free of charge

Promotions across Decanter channels.

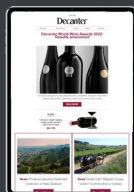
Decanter.com

Dedicated article on Decanter.com to feature your promotion, including company bio, images and links to your website.



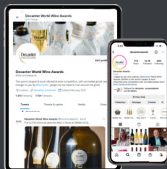
Decanter Newsletters

Inclusions of your promotional feature in a Decanter daily and Decanter World Wine Awards newsletters with 90k global subscribers.



Decanter Social Media

Social media support from @decanterawards linking to your promotional feature.



Stand Out

in the market with special offers of award-winning wines.

LEARN MORE



It is awe-inspiring to judge these awards. With all that wine retailers have had to contend with in recent years, they still find ways to improve, to entice the wine drinking public and, as a consequence, to impress us, the Decanter judges. Typical of a British wine merchant is the ongoing search for new sources of quality wines whether that be from a young, dynamic producer or a region or country which up until now hasn't been top of our lists to buy from.

What I noticed in this year's applications particularly is how important 'educating' their customers is seen to be with courses, tastings, enomatic machines, blogs, brochures – you name it, our wine merchants are doing it.

Laura Clay



ENQUIRIES

Contact us at
retailerawards@decanter.com

See all results and news highlights at
www.decanter.com/retailer-awards

