

2025 WINNERS TOOLKIT



CONGRATULATIONS *on your WIN!*

You've achieved something truly exceptional. At the 22nd edition of Decanter World Wine Awards (DWWA), the world's leading and most influential wine competition, your wine stood out among thousands from across the globe.

Winning a medal at DWWA is no small feat. Your wine was assessed in a highly curated flight, grouped by country, region, colour, grape, style, vintage and price point – ensuring fair comparison and meaningful recognition. Your award is more than just a medal: it's a gateway to new market opportunities, increased brand visibility and enhanced consumer trust.

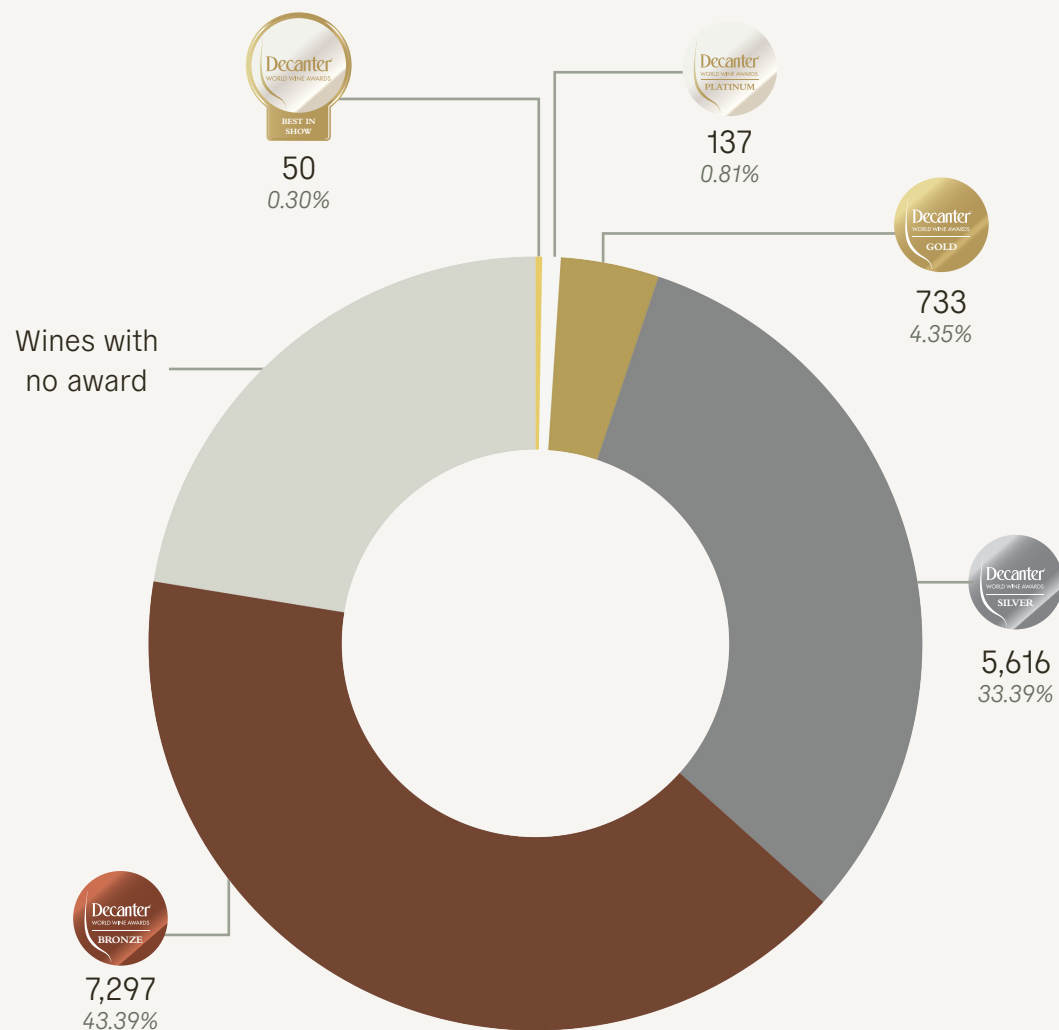
Now it's time to celebrate your journey and share your success with the world. Explore how to make the most of your win and let it open doors to even greater things.

Welcome to the global stage, your moment has arrived!



The 22nd YEAR of DWWA, at a GLANCE

The 22nd year of Decanter World Wine Awards brought together 248 international wine experts from 35 countries, including 71 Masters of Wine and 23 Master Sommeliers. Together, they evaluated around 17,000 wines from 57 countries, resulting to the following accolades:



SHARE *your* RESULTS *from the* WORLD'S LEADING WINE COMPETITION



1 SHINE WITH DWWA BOTTLE STICKERS

Proven to influence buying decisions, a DWWA medal is a trusted mark of quality and approval that drives confidence and sales.

[BUY MEDAL STICKERS](#)



2 DOWNLOAD DIGITAL MEDAL ARTWORK

Use on your website, brochures and other marketing material. Make your medals work for you across all channels. Share it with your business partners so they can also spread the news on your behalf.

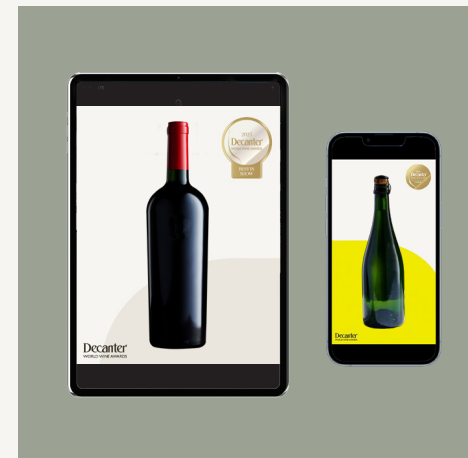
[DOWNLOAD MEDAL ARTWORK](#)



3 DISPLAY YOUR DWWA CERTIFICATE

Download your DWWA certificate from your Decanter Awards account to share digitally with your partners and clients. Print to display in your offices and cellar door.

[LOGIN TO DOWNLOAD CERTIFICATE](#)

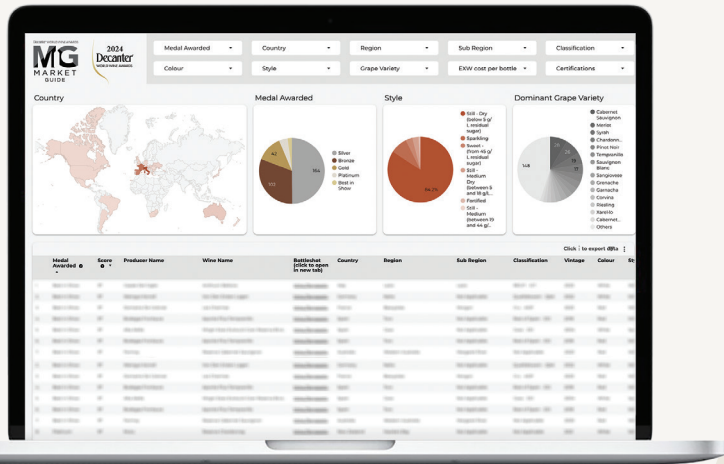


4 USE OUR OFFICIAL SOCIAL MEDIA TEMPLATES

Download editable DWWA social media templates, add your wine and tag @decanterawards. Visibility starts with sharing!

[DOWNLOAD SOCIAL ARTWORK](#)

Take ADVANTAGE of EXCLUSIVE OPPORTUNITIES for DWWA medal WINNERS



5 FEATURE IN DWWA MARKET GUIDE

Take your success to the next level and break into the competitive UK market. For DWWA 2025 medal winners only, the DWWA Market Guide is a Decanter-recommended buying guide for wine buyers, importers and distributors in the UK.

[LIST YOUR WINES](#)

6 HAVE YOUR AWARD-WINNING WINES SHOWCASED AT INTERNATIONAL TRADE FAIRS AND EVENTS

Decanter proudly promotes medal-winning wines globally. Ensure the email on your Decanter Awards account is up-to-date to know when we are recruiting wines for the Decanter Fine Wine Encounters and top trade fairs globally.

[UPDATE YOUR DETAILS](#)

7 ADVERTISE YOUR RESULTS WITH DECANTER

Promote your award-winning wine in the magazine, online and on Decanter's social media channels for maximum coverage.

[DOWNLOAD MEDIA PACK](#)



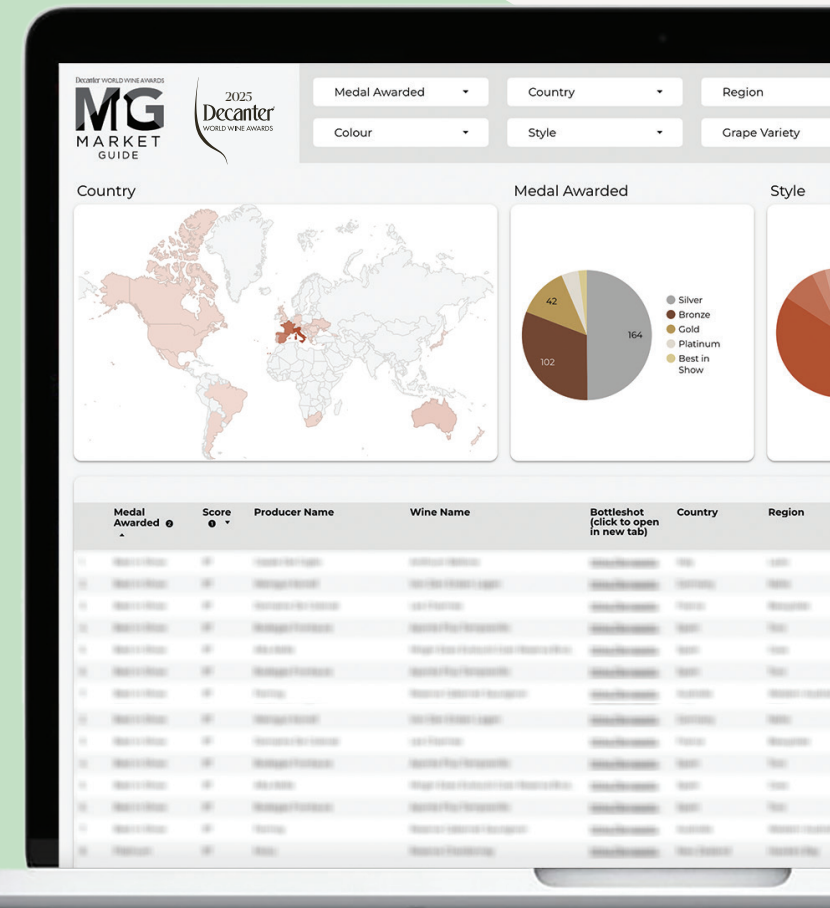
An EXPERT-RATED GUIDE *to* GET *your* WINES LISTED *in the* UK MARKET

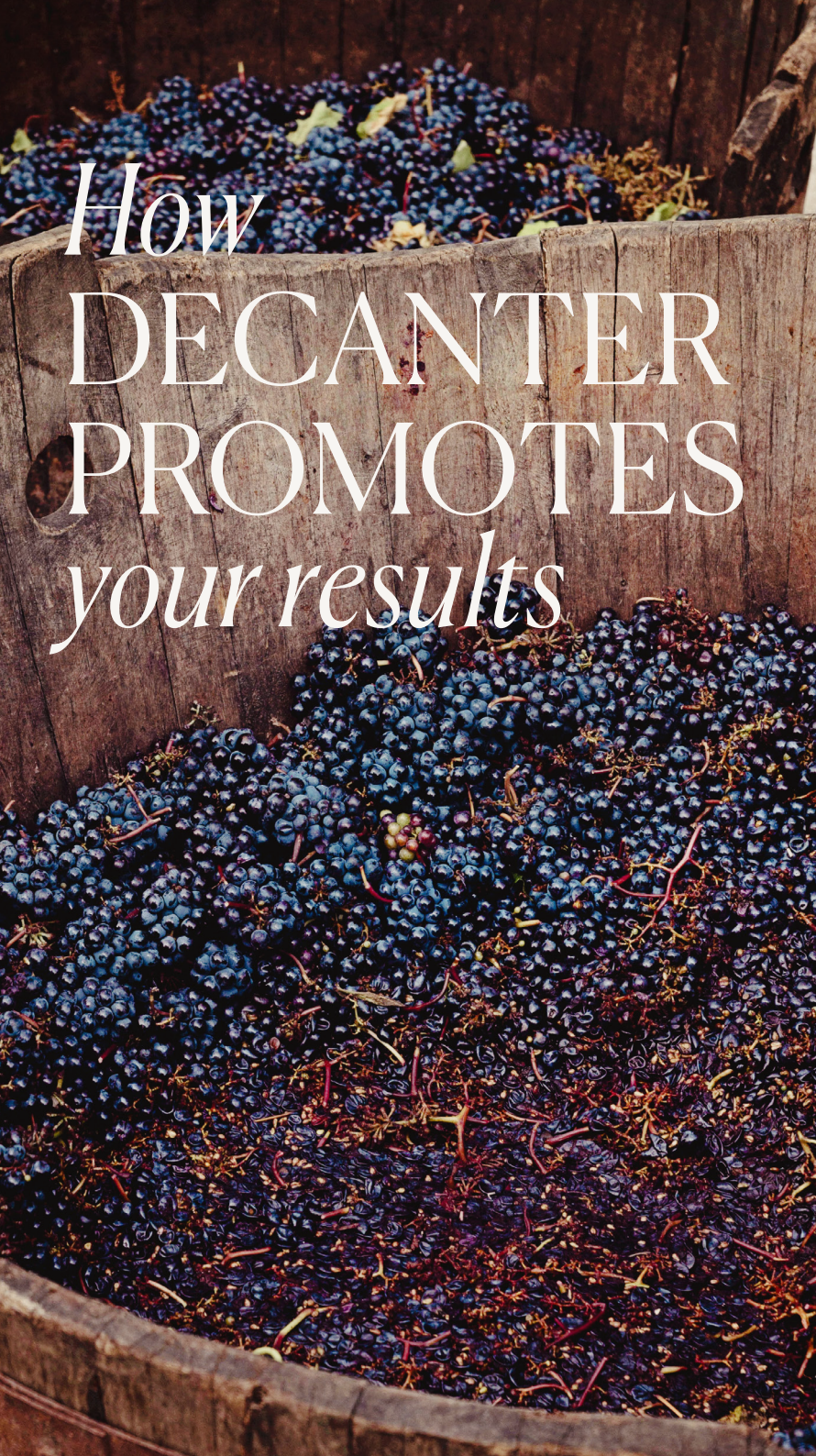
Exclusively for Decanter World Wine Awards 2025 medal winners, the DWWA Market Guide connects awarded wines with buyers, importers and distributors in the UK.

HOW *it* WORKS

- 1 REGISTER YOUR AWARDED WINE**
This is the best opportunity to have your awarded wine included in a Decanter-recommended guide.
- 2 REACH THE RIGHT AUDIENCE**
Decanter will distribute the guide to its network of leading UK buyers, importers and distributors as a trustworthy buying reference.
- 3 FAST-TRACK CONVERSATIONS**
Buyers have all key information including pricing, volume, certifications and more to make informed decisions.
- 4 LET THE BUYERS REACH OUT**
If your wine suits a buyer's portfolio, they'll reach out to you directly.

LEARN MORE AND LIST YOUR WINE





How DECANTER PROMOTES *your results*

DECANTER MAGAZINE

Dedicated pages to DWWA award-winning wines.

43k

global print
circulation

DWWA 2025 SUPPLEMENT

Decanter's September issue includes a supplement exclusively for DWWA 2025 results.

900+

award-winning
wines included

DECANTER.COM FEATURES

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

905k

average global
monthly page
views

DECANTER SOCIAL MEDIA

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

802k

total social
following

INTERNATIONAL PR CAMPAIGN

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

500+

pieces in print,
digital and
broadcast
coverage

GLOBAL EVENTS

Decanter's renowned Fine Wine Encounters and involvement at international trade fairs and tastings include DWWA showcases to trade and consumers to promote award-winning wines.

ADVERTISE with DECANTER

Share your world-class results and bring your brand closer to Decanter's audience. Decanter reaches a truly engaged and enthused wine-loving audience through digital, print & social in addition to world-leading global events, awards & more.

2M+ monthly organic reach

131k Decanter readership

100+ countries receive the magazine monthly

DIGITAL DISPLAY

Help bring your brand to life by creating maximum impact and brand awareness through our original, well designed and engineered digital experience.

SEE DIGITAL RATE CARD

GET PRICING AT ADVERTISING@DECANTER.COM

Source: Google Analytics, L12M [Oct 23 - Sept 24]; Social Media Reach [October 2024]

FULL PAGE



QUARTER PAGE



HALF PAGE



CONTACT *us*

AWARDS QUERIES

awards@decanter.com

SALES AND ADVERTISING

advertising@decanter.com

MARKETING

marketing@decanter.com

EDITORIAL

editor@decanter.com

EVENTS

events@decanter.com

[LOGIN TO YOUR ACCOUNT](#)

FOLLOW US

Follow us on social and share your success!

[@](#) [X](#) [f](#) [@decanterawards](#)

