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# The GLOBAL BENCHMARK for WINE QUALITY

Decanter World Wine Awards is the world's largest and most respected wine competition, trusted by trade and consumers alike. Judged by leading global experts, DWWA delivers prestige, trusted results and proven impact on sales and visibility.

With entry fees held at 2025 rates, reduced shipping costs and easy drop-off options, entering in 2026 is simpler and more rewarding than ever.



## An AWARD with INTERNATIONAL IMPACT

Aligned with Decanter, the world's leading wine media brand, Decanter World Wine Awards delivers the largest international reach of any wine competition.

Medal winners gain unrivalled exposure across Decanter's full media network, including print, digital, social media, video, global events and partnerships connecting directly with trade and consumers worldwide.

942KDecanter.com Global Monthly Page Views

> **Total Social** Reach

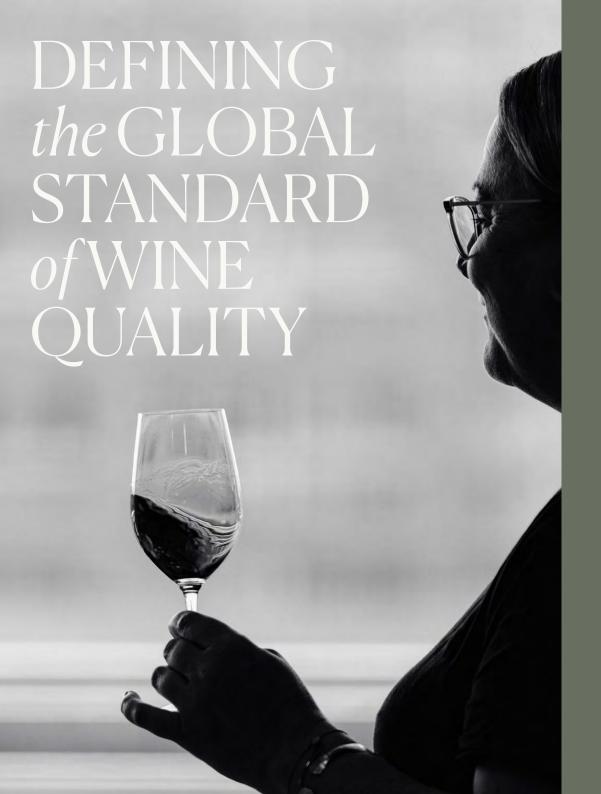
43<sub>K</sub> Global Print Circulation

 $131_{\rm K}$ Decanter Readership

93k**Total Newsletter** Subscribers

Attendees to Decanter **Global Events** 





Nearly 250 international judges come together each year with one goal: to define the global standard for wine quality.

From Masters of Wine and Master Sommeliers to trade buyers, journalists, educators and authors, each judge is a leading specialist in their field, bringing deep knowledge of regional typicity, vintages, styles and trends. Your wines are evaluated through a rigorous, internationally trusted process by the most influential voices, and palates, in the world of wine.

#### CO-CHAIRS

Leading the competition, Co-Chairs ensure consistency across all judging panels and guide the final selection of Best in Show and Top Value Gold winners, maintaining the highest standards of excellence.

#### RESIDENT CO-CHAIR

**NEW FOR 2026**, this role appoints one esteemed Regional Chair to join the Co-Chair committee. Rotating annually, the Resident Co-Chair brings dynamic perspectives and insights to the leadership team, ultimately elevating the competition's judging process.

#### **REGIONAL CHAIRS**

Overseeing their panels of expert judges, Regional Chairs bring invaluable expertise to the competition. They ensure consistency, resolve discrepancies, foster collaborative discussion and uphold the rigorous judging standards that define DWWA.

#### SENIOR JUDGES & JUDGES

Our senior judges and judges are selected for their outstanding industry expertise. Nearly half of our 200+ judges travel globally to lend their specialised knowledge and discerning palates, ensuring a diverse and objective assessment of each wine.

Explore the 2026 Co-, Resident and Regional Chairs on page 10 or online here.

## The JUDGING PROCESS

The success of Decanter World Wine Awards lies in its unique judging process and expert-led panels. Wines are meticulously assessed in carefully curated flights, organised by country, region, colour, grape, style, vintage and price point, ensuring an unrivalled level of scrutiny and precision.

#### CELEBRATING QUALITY IN EVERY PRICE POINT

Understanding that price is a significant factor for wine consumers and trade, we emphasise quality across all price points in our judging process. By categorising wines into distinct price bands, we ensure that a £50+ wine is judged fairly against similar bottles, not alongside a £15 entry.

2026 PRICE BANDS

A. Up to £14.99 (Value)

B. £15 to £49.99

C. £50 and above

#### STAGE BRONZE, SILVER & GOLD

All wines entered in the competition are evaluated in categorised, regional flights in the initial stage of judging. Regional Chairs oversee their panels, address any scoring discrepancies and ensure consistency by re-tasting all Silver and Gold winners. The Co-Chairs conduct a final re-tasting of wines scoring 94 and above for final endorsement. This means that Silver winners are tasted at least twice, but up to three times, while Gold winners undergo a rigorous tasting process of three evaluations. This meticulous approach guarantees thorough assessment of each wine. Notably, winning entries in the Price Band A category can be marketed as 'Value' wines, such as Value Gold.

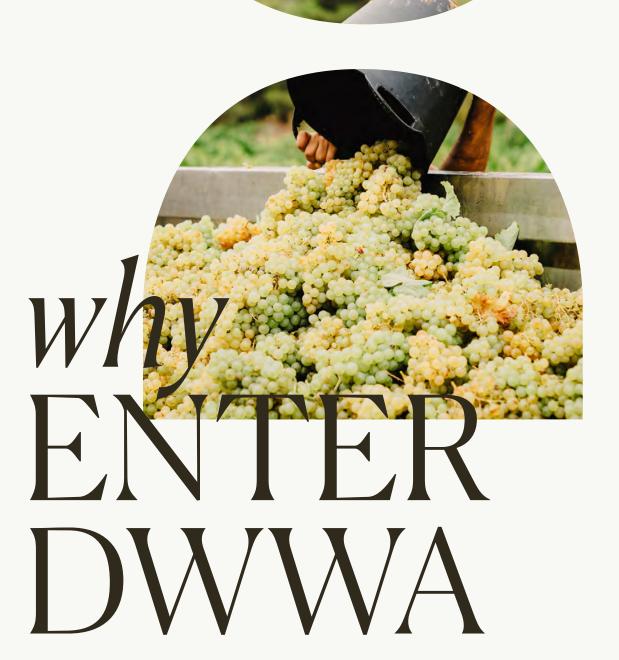
#### STAGE PLATINUM

Gold awarded wines are re-categorised and re-tasted by a panel consisting of Regional Chairs and Co-Chairs. The wines are judged according to their origin. There is no limit to the number of Gold winners which could be promoted to Platinum.

#### STAGE BEST IN SHOW

Best in Show is the ultimate accolade at Decanter World
Wine Awards. In another re-tasting, the Co-Chairs evaluate all
Platinum winners to determine and elevate the top 50 to 'Best
in Show'. At this stage, the Co-Chairs also select the Top Value Gold
wines of the competition.





■ BENCHMARK YOUR WINES GLOBALLY

Evaluated by world-renowned judges, receive expert feedback and trusted ratings to position your wines for success internationally.

**O** INCREASE WINE SALES

A DWWA medal is a globally recognised mark of approval that drives consumer confidence, retailer demand and distribution opportunities worldwide.

REACH NEW GLOBAL AUDIENCES

Maximise your wine's exposure through Decanter's extensive media reach, promoting medal winners across digital, print and social channels to a global audience.

/ UNLOCK MARKETING OPPORTUNITIES

Leverage the prestige of a DWWA medal with promotion at trade fairs, events and through Decanter's media partnerships, plus exclusive advertising opportunities.

ENTER NEW MARKETS WITH CONFIDENCE

Showcase your wines to key buyers, importers and distributors with the credibility of a DWWA medal. Gain exclusive access to the DWWA Market Guide, a platform designed to connect your awarded wines with buyers looking for new listings.

**STRENGTHEN BRAND AWARENESS** 

Enhance your brand visibility, consumer recognition and trust, reinforcing your presence in both established and emerging markets.

## SHIPPING your WINE SAMPLES

#### CONSOLIDATED SHIPPING

Our recommended shipping option to avoid customs clearance delays and risk of missed delivery deadlines—ship your samples to the nearest depot in your country and we organise delivery to the UK, covering all duty fees.

NEW LOWER PRICING £54 | \$74 | €66 per entry

Delivery deadline: 27 February

LEARN MORE

#### FAIR DROP-OFF

For exhibitors at participating trade fairs, hand deliver your wines to us during the fair and we organise delivery to the UK, covering all duty fees. Available to exhibitors at Barcelona Wine Week, Wine Paris and ProWein.

PRE-REGISTRATION RECOMMENDED £32 | \$44 | €39 per entry

LEARN MORE

#### DIRECT DELIVERY

Arrange your own shipping direct to our UK warehouse, ensuring all associated shipping fees, customs duties and charges are covered.

£ shipping costs determined by your chosen carrier

Delivery deadline: 17 March

LEARN MORE



## DATES and DEADLINES

**5** 

#### 2026 ENTRIES OPEN

Consolidated shipping depots & UK warehouse open for sample delivery

27

Consolidated shipping sample delivery deadline

**11** 

Consolidated shipping LATE ENTRY delivery deadline\*

\*ONLY for depots in France, Spain, Italy, USA, Australia & Chile

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#### 2026 ENTRIES CLOSE

Payment & direct delivery deadline to UK warehouse

#### PRICE PER ENTRY

#### £172 | \$236 | €209 per entry +20% VAT if applicable

Four sample bottles per entry

Payments made via bank transfer incur a surcharge of +£15 | \$21 | €19 per total order

#### **ACCEPTED FORMATS**

- 75cl Bottles, except sweet & fortified wines which may be 25cl, 37.5cl or 50cl
- 1.5ltr Magnums (sparkling wines only)
- Alternative Packaging: Can, Bag-in-Box, Wine Pouch, Carton, Paper and PET

See our rules of entry here for more details

#### ENTER.DECANTER.COM



### CONTACT us

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### Our 2026 RESIDENT, COand REGIONAL CHAIRS



CO-CHAIR Caro Maurer MW



CO-CHAIR Michael Hill Smith AM MW Ronan Sayburn MS





CO-CHAIR Andrew Jefford



CO-CHAIR Beth Willard



ALSACE Thierry Meyer



ARGENTINA & REST OF SOUTH AMERICA Paz Levinson



Dr Edward Ragg MW



**AUSTRALIA** Huon Hooke



AUSTRALIA Justin Knock MW



AUSTRIA & **SWITZERLAND** Stefan Neumann MS



CEE, BALKANS, CROATIA & SLOVENIA Caroline Gilby MW



CAUCASUS REGION. CEE, BALKANS,



CEE, BALKANS, CROATIA & SLOVENIA CROATIA & SLOVENIA Wojciech Bońkowski MW



BORDEAUX Matthew Stubbs MW



BORDEAUX Alun Griffiths MW



BEAUJOLAIS. SOUTHWEST & REST OF FRANCE Dominique Vrigneau



BURGUNDY & CHAMPAGNE Charles Curtis MW



CANADA Barbara Philip MW



CENTRAL ITALY Andy Howard MW



CHILE Amanda Barnes MW



**GERMANY** Regine Lee MW



GREECE, CYPRUS & MALTA Terry Kandylis



LANGUEDOC-ROUSSILLON Justin Howard-Sneyd MW



LOIRE Matthew Wilkin MS



NEW ZEALAND Cameron Douglas MS



NORTHERN ITALY Michael Garner



**PIEDMONT** Michaela Morris



PORT & MADEIRA Richard Mayson



PORTUGAL Beatriz Machado



PROVENCE Rod Smith MW



RHONE Matt Walls



SOUTH AFRICA Fiona McDonald



MEDITERRANEAN Ana Jackson MW



SOUTHERN ITALY Jason Millar



SPAIN Almudena Alberca MW



SPAIN Ferran Centelles



SPAIN Pierre Mansour



TUSCANY Michelle Cherutti-Kowal MW



UK Simon Field MW



**USA & CENTRAL** AMERICA James Tidwell MS



VENETO Alessandra Piubello

## TRUSTED by EXPERTS, VALUED by CONSUMERS

MAKE YOUR INVESTMENT IN WINE COMPETITIONS COUNT. CHOOSE DWWA 2026.

**ENTER NOW** 

enter.decanter.com



