



National Merchants

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Welcome to the International Wine Challenge - National Merchant Awards

Please be aware that once you start the entry process you will not be able to quit the form and save your answers for completion at a later date. While you may edit your answers within the form it is important that you finish the entry process once you have started it. Incomplete entry forms will not be saved and received by the International Wine Challenge.

We strongly advise that you prepare your answers in Word before beginning the online entry process. This will allow you to copy and paste your answers into the entry form and will avoid any time-out issues on the Merchant Awards website.

Entry criteria

High Street Chain of the Year

- You must have at least 15 retail outlets
- You must be based in the UK

Small Independent Merchant of the Year

- Ownership of the business must be privately held
- You must have 1 - 3 retail shops located in the UK

Large Independent of the Year

- Ownership of the business must be privately held
- You must have 4 – 15 retail shops located in the UK

Please note if you do not meet the entry criteria for this award you may still be eligible for one of our other awards. Please check website for details.

Additional requirements

Where possible please send documents to support your entry to marketing@internationalwinechallenge.com. This year we request that this material is sent in a single PowerPoint presentation no larger than 4 MG. It is important that you do not send emails over 4 MG as we cannot guarantee receipt of large files.

Please ensure that your email includes your company details and the name of the award you are entering. The presentation should be annotated to include the question that the example/documentation corresponds to.

Entry fee

The entry fee will cover the cost of the judging process and enable the IWC to continue to improve and enhance the awards. For each national category entered you will be charged £50 + VAT.

Entry questions

On this page are the questions you will find when you click on the online entry form. Please read them carefully and remember – **once you start the online entry process you will not be able to quit the form and save your answers for completion at a later date.**

Award Categories

Please select the award(s) you would like to enter;

High Street Chain of the Year
Large Independent Merchant of the Year
Small Independent Merchant of the Year

Your details

Company name
Job title
Your name
Contact email address
Company address
Contact telephone number
Please enter your website address
Number of retail shops
Number of employees
Principal Director
Principal Buyer

Wine Range

A copy of your wine list must be submitted with this entry.

How many lines do you stock?

What percentage of your wine stock is sold at these price points?

Up to £7	%
£8 - £15	%
£16 - £23	%
Over £23	%

How do you present your wines in the retail environment?

By country
By style
By grape varietal
Other (please specify)

Customer service

Do your staff hold any industry specific qualifications, i.e, WSET?

Yes
No
If yes please specify

Do you offer staff training opportunities?

Yes

No
If yes please give details

Do you offer staff awards or incentives based on their customer service?

Yes
No
If yes please give details

Do you host any consumer events, i.e. tastings or dinners?

Yes
No

If you answered yes to the previous question please provide specific details about the last event you hosted. Including dates, times and the purpose of the event (max 100 words)

Merchandising

For this part of the entry process please submit the following;

- 1) 2 external and 3 internal images of one of your retail shops
- 2) Low resolution examples of your point of sale and promotional material

Are IWC medal winning wines identified in store?

Yes
No
N/A

What merchandising do you use to encourage customers to try new wines and can you quantify the success of these techniques (max 100 words)?

Online promotions

Where prompted please provide a URL link to support your answers to the questions in this section.

**Please add marketing@internationalwinechallenge.com to your online database
We would like to be included in any future email communications you send to your online customers**

Do you sell wine on your website?

Yes
No

Do you use social media to communicate with your customer base?

Facebook
Twitter
Blogs
Other (please specify)

Do you display IWC medals for award winning wines on your website?

Yes
No
If yes please provide URL link to example

Do you include recommendations on your website?

Yes
No
If yes please provide URL link to example

Does your website include regular news bulletins and/or product updates?

Yes

No

If yes please provide URL link to example

Do you promote tastings and events via your web pages?

Yes

No

If yes please provide URL link to example

Do you promote businesses and services via your web pages?

Yes

No

If yes please provide URL link to example

Can customers subscribe/become a member online?

Yes

No

If you answered yes to the previous question please provide the last 4 examples of communications you sent to subscribers/members and tell us how often this activity happens;

Daily

Weekly

Fortnightly

Monthly

Quarterly

Less often

Can you provide an example of a successful online campaign with quantifiable results (max 100 words)?

Any other special features on your website that you would like to bring to the attention of the judges (max 100 words)

Offline promotions

For each form of advertising selected in this section please post or email a recent example to support your answer.

Do you use any of the following to promote your wines?

Direct Mail

Door Drops

Newspaper/Magazine Advertising

Newspaper/Magazine Inserts

Radio

TV

Poster/billboard

Sponsorship

Do you display medal logos or promote IWC awards winning wines in your advertising?

Yes

No

N/A

Wholesaling

Do you offer a wholesale service?

Yes

No

If yes;

What percentage of your turnover comes from wholesale? %

How many lines of wine do you stock for wholesale?

Your Business

Please note: if you are entering more than one Merchant Award category you only need to complete this section once

Please give details about your innovation and future strategy. (Max 100 words)

Please give details about your environmental initiatives. (Max 100 words)

Please inform the judges if there are any new developments in your company that they should be aware of. (Max 100 words)

Please use this area for any additional messages you wish to convey to the judges. (Max 100 words)