



## On Trade Supplier of the Year

Welcome to the International Wine Challenge – On Trade Supplier of the Year

**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

- You must be based in the UK and sell wine to the UK on trade

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](mailto: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. The entry fee for On Trade Supplier of the Year Award is £100 + VAT.

### Entry questions

On the next 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.**

## Your details

Company name  
Job title  
Your name  
Contact email address  
Company address  
Contact telephone number  
Please enter your website address  
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 turnover comes from wholesale?        %

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

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

Are IWC medal winning wines identified on your wine list?

Yes  
No  
N/A

How many IWC medal winning wines do you include in your wine list?

Trophy  
Gold  
Silver  
Bronze  
Commended  
Great Value

Does your wine list include any of the following?

Biodynamic wine  
Organic wine  
Vegetarian wine  
Vegan wine  
Fair trade  
Low alcohol

## 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 for your on-trade customers?

Yes

No

If yes please give details

Do you create wine lists on behalf of your customers?

Yes

No

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

Yes

No

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

## Online promotions

**Where prompted please include URL links to examples to support your answers in this section**

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

Can customers find information on the following on your website?

Producers

URL link to example

Grape varieties

URL link to example

Countries & regions

URL link to example

Tasting notes

URL link to example

Generic bodies  
URL link to example

## 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)