



## Regional Merchants

Welcome to the International Wine Challenge - Regional 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

- You must have at least 1 retail shop and sell to the public
- You must be based in the UK
- You must only nominate your business for one region per entry form. However, you may submit more than one entry, if you wish to nominate your business as a specialist in more than one region

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 the 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. For each regional category entered you will be charged £50 + 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.**

# Regional Merchant of the Year Categories

## Breakdown of regions:

**Channel Islands:** Channel Islands

**Eastern England:** Lincolnshire, Cambridgeshire, Norfolk, Suffolk, Essex

Central England North: Shropshire, Staffordshire, Leicestershire, West Midlands. Herefordshire, Worcestershire, Warwickshire

**Central England South:** Gloucestershire, Oxfordshire, Buckinghamshire, Northamptonshire, Bedfordshire, Hertfordshire

**London:** Greater London

**North East England:** Northumberland, Durham, Cleveland, North, Yorkshire, Derbyshire

**North West England:** Cumbria, Lancashire, Greater Manchester, Merseyside, Cheshire

**Northern Ireland:** Northern Ireland

**Scotland:** Scotland

**South West England:** Cornwall, Devon, Somerset, Dorset Wiltshire, Avon

**South & South East England:** Hampshire, Berkshire, Surrey, West Sussex, East Sussex, Kent, Isle of Wight

**Wales:** Wales

## Please select the region you wish to nominate your company for (select one only per entry form):

Channel Islands

Eastern England

Central England - North

Central England - South

London

North East England

North West England

Northern Ireland

Scotland

South West England

South & South East England

Wales

## 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 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 the retail shop entered for this award
- 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)?

Do you cross-merchandise with other local businesses, i.e., special events and festivals?

Yes

No

If you answered yes to the above questions please provide us with and a recent example (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](mailto: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  
Please provide URL link to example

Do you promote local tastings and events via your web pages?

Yes  
No  
If yes please provide URL to example

Do you promote local 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)?

## 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 to a local audience?

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)