



Specialist Merchant Awards

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Welcome to the International Wine Challenge - Specialist 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 Information

- You are limited to 4 specialist nominations. There is no system of hierarchy and the nominations are listed in alphabetical order. If you select more than 4 you only be considered for the first 4 on your list.

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 specialist category entered you will be charged £50 + VAT. For example, if you enter Bordeaux and Burgundy the entry fee will be £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.**

Specialist Merchant of the Year Categories

Please tick one or more (but no more than 4) of the following categories to nominate your company for a Specialist Award:

Alsace
Argentina
Australia
Austria
Bordeaux
Burgundy
Champagne
Chile
England
En Primeur **sponsored by Schott Zweise**
Eastern Europe
Fortified
Regional France
Germany
Italy
Languedoc Roussillon **sponsored by Sud de France**
Loire
New Zealand
Portugal **sponsored by Wines of Portugal**
Rhône
South Africa
Spain **sponsored by Wines from Rioja**
USA

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 within each specialist category?

Name/quantity

- 1.
- 2.
- 3.
- 4.

Proportionally 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. Include dates, times and the purpose of the event (max 100 words)

Merchandising

Please submit 3 images showing the layout of your specialist lines in-store or online

Are IWC medal winning wines identified in store or on your website?

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)? Please send examples of your promotional material to marketing@internationalwinechallenge.com

Online promotions

Please provide screen shots URL links where prompted to support your answers to the following questions. Please add marketing@internationalwinechallenge.com to your database – we would like to be included in future email shots to your 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

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

Are there 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 include a recent example on your PowerPoint presentation

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)