

THE SPIRITS BUSINESS AWARDS 2019



OFFICIAL WATERS OF
THE SPIRITS
BUSINESS

dřinks business

IT'S EASY TO ENTER.

STEP ONE

Complete the entry form on pages 5 & 6

STEP TWO

Once you are registered, we will send you a URL to upload your awards pitch and any support material online.

**To discuss sponsorship opportunities please call
+44 (0)20 7803 2430 or email
rhiannon.morris@thespiritsbusiness.com**

DEADLINE

Your entry and any support material must be with us by 18 October 2019.

AWARDS CEREMONY

Winners will be announced at the Spirits Business Awards ceremony on the 2nd of December in London.

PERMISSION

It is your responsibility, if applicable, to get the permission of your client.

PAYMENT

Entry for all award categories is £179 + VAT per entry.

TERMS AND CONDITIONS

We cannot guarantee the return of any materials supplied for judging. The judges' decision is final. The closing date for entries is 18 April 2019. Once a body of work has been submitted into an award category it will not be considered for subsequent years (with the exception of new work commenced on existing projects/products). It may, however, be considered for a different category. All material submitted is treated in the strictest confidence. Photocopied entry forms will be accepted. Judges are not permitted to judge entries from their own or associated businesses.

CATEGORIES

Retail and marketing: Spirits retailer of the year

The winner of this award will have no equal and embody excellence in spirits retailing. They will have achieved significant sales growth in the UK or overseas and will have an impressive display of value and range for their customers. This award will be split into five sections, which will be judged separately:

- E-commerce
- Supermarket
- Independent
- Specialist
- Travel Retail

Spirits distributor of the year

This award recognises the very best distributors on the global spirits stage in 2019. Our judges will be looking for interesting and varied portfolios in addition to evidence that entrants are committed to continually developing their unique products and services.

Spirits bottler of the year

Is your company the best bottler in the business? If so, we want to hear all about the logistical prowess, creative solutions and finishing flare that your brand has showcased to secure your place above the competition.

Best new marketing campaign

Have you created the most eye-catching campaign of the year? Have



you got consumers fighting in the aisles for your brands? Have you inspired unprecedented customer brand loyalty with a super strategy and tangible results? We are looking for dazzling advertising, targeted PR and targeted online/social marketing. In-house and agency candidates welcome.

Best event

This category is designed to encompass a range of events, from annual tastings, to exhibitions, masterclasses and seminars. To succeed in this category please clearly illustrate what made your event successful. This should include an explanation of the initial concept, how it was planned and promoted, what it set out to achieve, before clearly stating the results. Please include the timeline, visitor numbers, costs, attendee feedback, and, most importantly, the results.

Sustainability and innovation: Distillery sustainability award

The environment matters and the need for greener distilling is greater than ever. Our judges are looking for evidence of a reduction in your environmental impact and a commitment to sustainable practice. Whether it is reducing water use, introducing renewable energy sources, heat reclamation or anything else, we want to hear about it.

Ethical award

Awarded to a company or product that shows commitment to worthy causes. The Ethical Award will consider all types of activities covering community engagement, charity donations, best practice in promoting responsible drinking, and more.

SB AWARDS 2019

Innovation in production

Has your production team come up with a ground-breaking, industry-leading innovation? Has a new process or procedure increased yield or become a world first? This is a technical category and our judges are looking for evidence that your team's innovation has significantly boosted business or enhanced product quality.

Innovation in packaging

It is often said that while the liquid in the bottle wins the second sale, it is the packaging that secures the first. With this in mind, there's no denying the importance of physical appearance in the spirits world. Here, the judges will be looking for innovation in artwork and packaging.

Tourism:

Distillery Consumer Experience Award

This category rewards and recognises consumer experience excellence. Tell us how you delight your visitors: it could be an experiential distillery tour, an immersive sampling experience, a purpose-built, engaging visitor centre – or something else. Let us know what makes your distillery special for consumers and why you are so successful.

Best Distillery Facilities

This category will assess the quality of a distillery's retail offer, food and beverage options, and any other "added value" services your distillery has on hand. Perhaps your shop drives significant incremental brand revenue, or your restaurant is award winning. Let us know why your services are industry-leading.

Best New Product:

This award recognises both launches and re-launches. Judges expect distinction in PR, advertising, consumer research, revived design and packaging, a unique selling point as well as increased store listings. Please note, while the judges are interested in the USP of the product, this competition will not include a tasting.

Sub categories include:

- Whisk(e)y
- Gin
- Vodka
- Liqueurs/Speciality
- Tequila/Mezcal
- Cognac/Brandy
- Rum
- Tonic
- Low/No Alcohol

Personality Awards: Blender of the Year

Are your blending abilities making waves in the spirits world? If so, we want to hear why you think you deserve to be crowned Blender of the Year. Our judges are looking for evidence of skill, creativity and innovation when approaching the art of blending spirits.

Distiller of the Year

Have you mastered the craft of distilling over your career in the industry? Our judges are looking to award an individual who has displayed distilling expertise to develop remarkable spirits.

Young Achiever of the Year

Are you on a meteoric rise to the top of your game? You must be under 35 and have delivered beyond what is humanly possible this year. If so, then you could be The Spirits Business Young Achiever of the Year.

Lifetime Achievement Award

The Lifetime Achievement Award recognises an outstanding and inspirational figure in the world of spirits, whose enduring contribution spans a whole career.

ENTRY FORM

PLEASE INDICATE WHICH CATEGORIES YOU ARE ENTERING

- | | |
|--|---|
| <input type="checkbox"/> Spirits retailer of the year | <input type="checkbox"/> Ethical award |
| <input type="checkbox"/> Spirits distributor of the year | <input type="checkbox"/> Innovation in production |
| <input type="checkbox"/> Spirits bottler of the year | <input type="checkbox"/> Innovation in packaging |
| <input type="checkbox"/> Best new marketing campaign | <input type="checkbox"/> Distillery Consumer Experience Award |
| <input type="checkbox"/> Best event | <input type="checkbox"/> Best Distiller Facilities |
| <input type="checkbox"/> Distillery sustainability award | <input type="checkbox"/> Best New Product |

YOUR DETAILS

Your name: _____

Your company: _____

Company address: _____

Postcode: _____

Country: _____

Tel: _____

Mobile: _____

Email: _____

Website: _____

CANDIDATE'S DETAILS (IF DIFFERENT)

Name: _____

Company name: _____

Company address: _____

Postcode: _____

Country: _____

Tel: _____

Mobile: _____

Email: _____

Website: _____

AWARDS PITCH (REQUIRED)

Please provide a statement of approximately 500 words for each entry which clearly states:

- What have you achieved in the last year? (past years for the Lifetime Achievement award)
- What makes you or your company stand out from others employing similar initiatives?

SUPPORT MATERIAL (OPTIONAL)

In addition to the awards pitch, you may wish to provide documents that support your entries such

Awards and/pr qualification certificates

Artwork or photographs

Company literature / reports

Design / agency brief

Financial / annual reports

Media cuttings / coverage

Mission statement

Performance / sales charts

Personal CV or biography

Product samples

Team member biographies

Testimonials, endorsements or references

ENTRY FEES

Total number entries submitted _____ @£179 _____
VAT @ 20% _____
Total _____ *

YOUR VAT No _____ *

***THE UK VAT RULES HAVE CHANGED.** European companies with a valid VAT registration number do not have to pay UK VAT. Companies outside of Europe are not required to pay UK VAT and do not have to provide a VAT registration number.

Payment Details

1. Cheques payable to: Union Press Ltd should be sent to: Union Press Ltd, 4th Floor, Wigglesworth House, 69 Southwark Bridge Road, London SE1 9HH, UK

2. Credit card payment:

Please debit my Switch/Amex/VISA/Mastercard

Card number:

Expiry date: / Issue no: (switch only) 3 digit security code:

Credit card transactions will be taken in UK Sterling at the current exchange rate

3. BACS transfer information:

Bank Name: HSBC, 73 High Street Watford WD17 2DS, United Kingdom

Account Name: Union Press Ltd; Account Number: 32069385;

Sort Code: 40-45-27; IBAN: GB02MIDL40452732069385

BIC: MIDLGB22

Please send receipt/invoice

Signature _____

Date _____

Once complete, please return this form to:

Union Press Ltd, 4th Floor, Wigglesworth House,
69 Southwark Bridge Road, London SE19HH, UK

Tel: +44(0)20 7803 2430

Email: rhiannon.morris@thespiritsbusiness.com