



THE WORLD WHISKIES MASTERS 2012

RECOGNISING THE MASTERS IN THEIR FIELDS

In July 2012 *The Spirits Business* will stage *The World Whiskies Masters* in a drive to find and reward the finest brands on the world stage. Dominic Roskow, whisky editor of *The Spirits Business*, along with a panel of leading spirits and on-trade specialists, will discover World Whiskey Masters 2012. Excellence will be recognised in category, region, age and design & packaging.

CONDITIONS

- To enter The World Whiskies Masters 2012, you must be one of the following: a brand owner, a producer, a distributor/importer or a retailer
- If you are not the brand owner, you must have written permission to enter the Masters Series.
- Silver, Gold and Master will be awarded in each category
- The Gold and Master winners from each category will then be judged for the overall title of **Grand World Whiskey Master 2012**
- Awards will be given at the discretion of the judges
- The chairman's decision is final.

TO ENTER

1. Complete the attached entry form, providing all of the relevant information
2. Include a cheque made payable to Union Press Ltd or provide credit card details on the entry form
3. Provide us with two samples for each product or category you are entering
4. Ensure that all UK duty on samples is pre-paid
5. Provide us with high resolution bottle or pack shots of each product entered

Entry deadline: Friday 29 June 2012

For more information please contact Daisy Jones, Associate Publisher on:
+44 (0)20 7803 2452 or daisy@thespiritsbusiness.com

Please forward your entry form(s), samples (2 bottles per category entered) and high resolution bottle shots to:

Daisy Jones
THE WORLD WHISKIES MASTERS, Units 222-223,
30 Great Guildford Street, London SE1 0HS, United Kingdom

t: +44 (0)20 7803 2452 f: +44 (0)20 7803 2421 daisy@thespiritsbusiness.com



OFFICIAL WATERS OF
drinks business

THE WHISKIES OF THE WORLD MASTERS 2012

Contact details

Name: _____

Job title: _____

Company name: _____

Address: _____

Country: _____

Postcode/Zip: _____

Telephone: _____

Fax: _____

Email: _____

Categories

AMERICAN

Bourbon

- Aged 6yrs & under
- Aged 6yrs to 11yrs
- Aged 11yrs +

CANADIAN

Blended Rye

- Standard
- Premium
- Super Premium

JAPANESE

Single Malt

- Standard
- Premium
- Super Premium

Blended

- Standard
- Premium
- Super Premium

AUSTRALASIAN

Single Malt

- Standard
- Premium
- Super Premium

Blended/other styles

- Standard
- Premium
- Super Premium

THE SPIRITS BUSINESS

ASIAN

Single Malt

- Standard
- Premium
- Super Premium

Blended/other styles

- Standard
- Premium
- Super Premium

EUROPEAN

Single Malt

- Standard
- Premium
- Super Premium

Single Grain (non malted Barley)

- Standard
- Premium
- Super Premium

Blended

- Standard
- Premium
- Super Premium

AFRICAN

Single Malt

- Standard
- Premium
- Super Premium

Blended

- Standard
- Premium
- Super Premium

PRODUCT / BRAND DETAILS

Producer name: _____

Product name: _____

Entered by: _____

CONTACT DETAILS

Name: _____

Job title: _____

Company name: _____

Address: _____

Country: _____

Telephone number: _____

Fax number: _____

Email: _____

PAYMENT

The cost of entry is £195+VAT (at 20%) for the first entry. Each additional entry you make thereafter will be charged at £150+VAT.

Please note that each entry entitles you to be judged in your chosen category only, as stated by you on this entry form.

PAYMENT OPTIONS

1) Please charge £..... to my

Visa Mastercard AMEX

Card no:

Expiry date: / Issue no: (switch only)

3 digit security code:

2. BACS transfer information:

Bank: Messrs C Hoare & Co, 37 Fleet Street, London EC4P 4DQ, UK

Account name: Union Press Ltd

Account number: 11095100 Sort code: 15-99-00

IBAN: GB48 HOAB 1599 0011 0951 00 BIC/SWIFT: HOABGB2L

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

SIGNATURE: _____

DATE: _____

Please email: daisy@thespiritsbusiness.com should you require any assistance with completing this form.

CHECKLIST... HAVE YOU DONE THE FOLLOWING?

- Filled in your entry form
- Enclosed a cheque or completed credit card details
- Sent us all samples entered (2 bottles per entry)
- Provided high-resolution bottle shots