



# THE SCOTCH WHISKY MASTERS 2013

## RECOGNISING THE MASTERS IN THEIR FIELDS

In April 2013 *The Spirits Business* will stage **The Scotch Whisky Masters** competition in a drive to find and reward the finest Scotch whisky brands on the world stage. Chaired by *The Spirits Business* and a panel of leading spirits specialists, the whiskies will be judged in a blind tasting, to discover the Scotch Whisky Masters of 2013. Excellence will be recognised by category, age and design & packaging.

'Silver', 'Gold' and 'Master' medals will be awarded in each category. The 'Gold' and 'Master' winners will then be judged for the overall title of 'Grand Scotch Whisky Master 2013'.

- To enter The Scotch Whisky Masters 2013, 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 Scotch Whisky Master 2013**
- Awards will be given at the discretion of the judges
- The chairman's decision is final

#### TO ENTER:

1. Complete the entry form
2. To pay, please include a cheque made payable to Union Press Ltd or provide credit card details on the entry form
3. Forward two samples for each category entered to: Daisy Jones, *The Scotch Whisky Masters*, Union Press Ltd, Unit 122, 30 Great Guildford Street, London, SE1 0HS, UK
4. Please ensure that all UK duty on samples is pre-paid
5. A high-resolution bottle shot of each product entered must be emailed to [daisy@thespiritsbusiness.com](mailto:daisy@thespiritsbusiness.com) by the closing date

**Entry deadline for The Scotch Whisky Masters: Tuesday 9 April 2013**

Daisy Jones  
The Spirits Business,  
Unit 122, 30 Great Guildford Street,  
London SE1 0HS, United Kingdom

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



OFFICIAL WATERS OF  
drinks business

# THE SCOTCH WHISKY MASTERS 2013

## 1) BLENDS

- standard  
 premium  
 super premium  
 aged blends up to and including 12 year old  
 aged blends up to and including 18 year old  
 aged blends up to and including 30 year old

## SINGLE MALTS

### 2) SPEYSIDE

- up to and including 12 year old  
 up to and including 18 year old  
 up to and including 25 year old  
 blended malts  
 25 year old +  
 Special editions

### 3) HIGHLANDS & ISLANDS

- up to and including 12 year old  
 up to and including 18 year old  
 up to and including 25 year old  
 25 year old +  
 Special editions

### 4) ISLAY

- up to and including 12 year old  
 up to and including 18 year old  
 up to and including 25 year old  
 25 year old +  
 Special editions

### 5) LOWLAND

- up to and including 12 year old  
 up to and including 18 year old  
 up to and including 25 year old  
 25 year old +  
 Special editions

### 6) OWN LABEL

### 7) DESIGN AND PACKAGING\*

\*To be judged in November

In each category, a Silver, Gold and Master will be awarded. The Gold and Master award in each category will be put forward for the ultimate award of Scotch Whisky Master 2013.

## CHECKLIST... HAVE YOU DONE THE FOLLOWING?

- Filled in your entry form  Enclosed a cheque or completed credit card details  
 Packed all samples entered (x 2 bottles per entry), duty paid  High-Resolution bottle shots

## PRODUCT / BRAND DETAILS

Producer name: \_\_\_\_\_

Product name: \_\_\_\_\_

Entered by: \_\_\_\_\_

## CONTACT DETAILS

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

Email: \_\_\_\_\_

VAT Number: \_\_\_\_\_

## PAYMENT

The cost of entry is £195+VAT for the first entry. Each additional category you enter thereafter will be charged at £150+VAT.

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.

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:

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

2) Cheques made payable to Union Press Ltd

3) 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

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

# THE SPIRITS BUSINESS