



WOMEN'S WINE & SPIRITS AWARDS

THE WORLD'S MOST IMPORTANT WINE & SPIRITS COMPETITION JUDGED BY WOMEN BUYERS

You did it! Congratulations on your success at the Women's Wine & Spirits Awards - the World's Most Important Wine & Spirits Competition Judged by Women Buyers. Your products were blind tasted by 100 of the world's most influential Female Buyers.

NOW it is time to PROMOTE your Women's Wine & Spirits Awards win to showcase your success and boost sales. Use this complimentary Women's Wine & Spirits Awards Winners Pack and the easily downloadable images/logos/info on here for your advantage. Everything you need to shine is on: wineawards.org/promote

STEP 1:

Order official Women's Wine & Spirits Awards Stickers or a License to Print and make your products stand out on the shelves worldwide. Women's Wine & Spirits Awards Medal Stickers showcase winning wine and spirits to buyers who are seeking the all important Women's Wine & Spirits Awards stamp of approval. Whether you are the producer, distributor, importer or retailer, this is your chance to celebrate and boost sales. Orders yours NOW... wineawards.org/sticker-shop



STEP 2:

Use the Press Release Template amend it and send to all:

- Local, national and international press
 - Existing and potential suppliers, importers, distributors, retailers
 - Local trade organisations and governments asking them to promote your Women's Wine & Spirits Awards success story
- wineawards.org/press-release-template

Press Release Template for Women's Wine and Spirits Awards 2021 Winners

Women Wine Lovers Changing the Wine World

[Name of Producer] has just won at the most important wine and spirits competition in the world judged by women buyers – the Women's Wine and Spirits Awards 2021 (WWSA).

With women now buying 80% of wine globally, winning a **Double Gold/Gold/Silver/Bronze** Women's Wine & Spirits Awards medal, is a vital positive statement to female wine lovers.

The Women's Wine and Spirits Judges include 100 of the world's most influential female buyers from entities including Shangri-La Group, Mandarin Oriental Hotel Group, The Langham, Hyatt Regency and The Hari Hotel.

The Women's Wine and Spirits Judges are proud of the WWSA 2021 Results. They are determined to give their seal of approval for female buyers and consumers. WWSA Judge Dalia **Leitenberg** commented, "Considering the significant rise in interest of women for the wine world, I am certain that it is of great importance for wine producers to acknowledge the value of female buyers: their habits as consumers provide beneficial insight into the market."





STEP 3:

Print your Women's Wine & Spirits Awards Poster (in high resolution) and display with pride for all:

- Online video wine tastings and auctions
- International Exhibitions
- Wine Tastings
- POS Promotion

wineawards.org/medal-winner-poster

STEP 4:

Download Women's Wine & Spirits Awards logo, Women's Wine & Spirits Awards Medal images and add them to your:

- Website homepage
- Website news page
- Advertisements in print media, posters, and online
- Email footer, compliment slips and letter heads
- LinkedIn status and achievements
- Social media

wineawards.org/medal-and-press-images



STEP 5:

Display your Women's Wine & Spirits Awards certificate at all trade events, in your offices and send copies to all your distributors, so they can enhance your promotion in their markets.

wineawards.org/results

ONCE AGAIN, HUGE CONGRATULATIONS TO YOU
FROM WOMEN'S WINE & SPIRITS AWARDS!

It is NOW time to enter the Women's Wine & Spirits Awards

Women's Wine & Spirits Awards discovers the wines and spirits that appeal to 80% of your customers - female buyers and boosts the potential and sales of boutique and major brands by giving them the recognition they deserve.

Enter today at: wineawards.org/enter

