



2024
Decanter[®]
WORLD WINE AWARDS
ENTRY PACK





**A GLOBAL BENCHMARK
FOR WINE QUALITY**

Decanter®

WORLD WINE AWARDS

2024

Its 21st edition, Decanter World Wine Awards has solidified its standing as the world's largest and most influential wine competition.

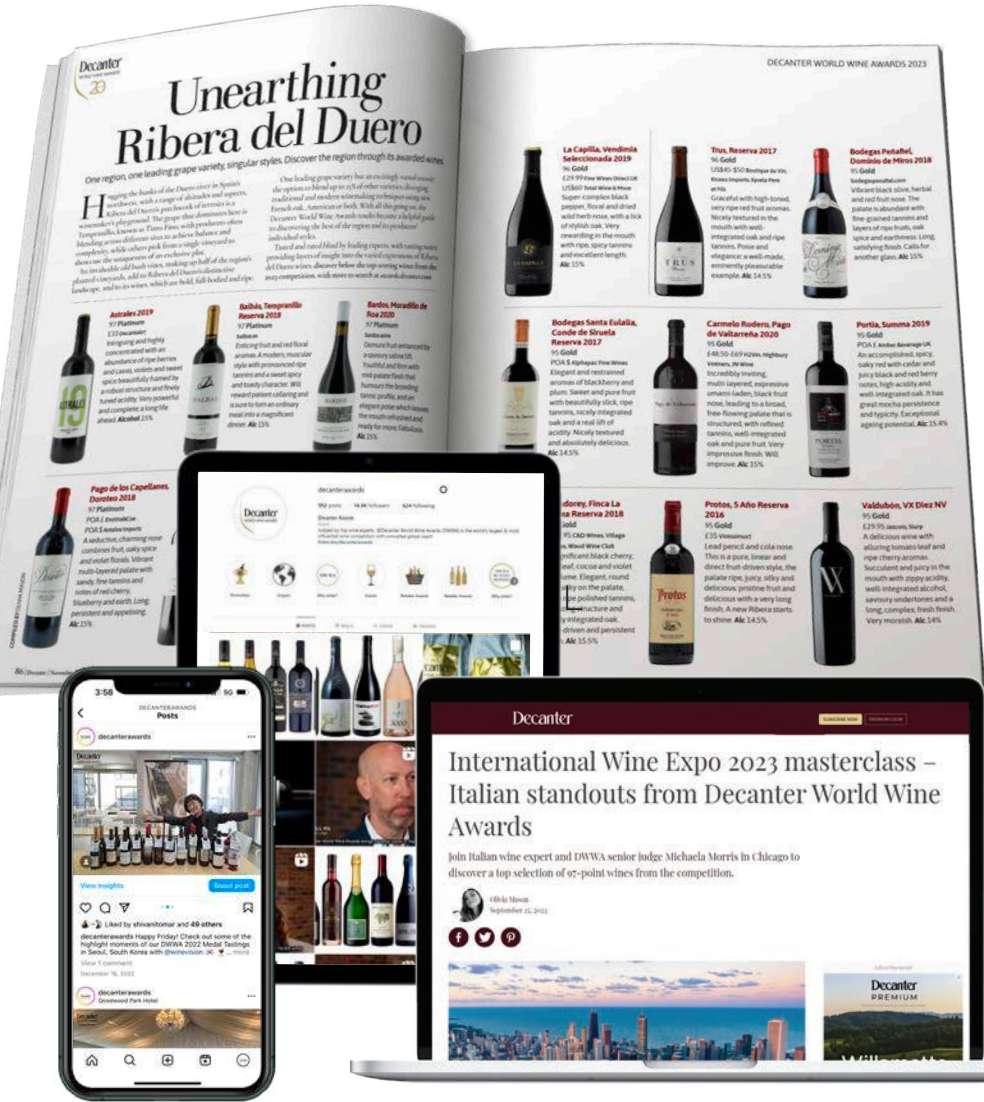
Internationally acclaimed for its rigorous judging process, carried out by hundreds of the world's leading wine experts, DWWA results are trusted globally by trade and consumers – and proudly promoted by **Decanter**.

UNRIVALLED

Global Reach

Aligned with **Decanter**, the world's leading wine media brand, DWWA has the largest global reach of any wine competition worldwide.

Medal winners benefit from the brand's entire media ecosystem through **digital, print** and **social** in addition to **global events, partnerships** and more.



2.1m+

Total monthly organic reach across all channels

1.2m

Decanter.com monthly global page views

700k+

Total social following @decanter @decanterawards

100+

Countries Decanter engages with

5k

Attendees to Decanter's global events

90k+

Total newsletter subscribers

Source Google Analytics 2023; Print Circulation Records 2023; Social Media Reach November 2023

THE EXPERT Judges

Decanter recruits hundreds of the **world's top wine experts** to ensure your wines are judged by **specialists** in their field. Have your wines evaluated by the most influential people in the wine world with a rigorous and international trusted judging process.

THE CO-CHAIRS



Sarah Jane Evans MW



Michael Hill Smith AM MW



Andrew Jefford



Ronan Sayburn MS



2024 REGIONAL CHAIRS *(pictured above from left to right)*

Poh Tiong Ch'ng | Huon Hooke | Justin Knock MW | Markus del Monego MW | Caroline Gilby MW | Simon J Woolf | Paz Levinson | Barbara Philip MW | Peter Richards MW
Dominique Vrigneau | Charles Curtis MW | Thierry Meyer | Justin Howard-Sneyd MW | Jim Budd | Rod Smith MW | Matt Walls | Terry Kandylis | Andy Howard MW
Anthony Rose | Michaela Morris | Stephen Brook | Michelle Cherutti-Kowal MW | Richard Baudains | Cameron Douglas MS | Richard Mayson | Sarah Ahmed | Fiona McDonald
Caro Maurer MW | Pedro Ballesteros Torres MW | Ferran Centelles | Beth Willard | Stefan Neumann MS | Simon Field MW | James Tidwell MS | Michael Garner

[Learn more](#)

THE DWWA JUDGING PROCESS FOR

Trustworthy Results

The success of Decanter World Wine Awards rests on its **unique judging process** and world-class judging panels, with wines evaluated on a regional basis in carefully organised flights by country, region, colour, grape, style, vintage and price point.

[Learn more](#)

THE DWWA JUDGING PROCESS

STAGE

1



86-89
POINTS

A well-made, sound and satisfying wine within its category.



90-94
POINTS

A high-quality wine of excitement and personality within its category.



95-96
POINTS

An outstanding and memorable wine within its category.

BRONZE, SILVER & GOLD MEDALS

In the first round of judging, Regional Chairs oversee their respective panels, settle any score discrepancies, and re-taste all Silver and Gold winners for consistency.

Co-Chairs then re-taste all Gold winners for final endorsement. Silver winners are therefore tasted twice and Gold winners three times. This rigorous process ensures that each wine is reviewed thoroughly.

STAGE

2



97-100
POINTS

PLATINUM

In the second round of judging, a panel consisting of Co-Chairs and Regional Chairs re-taste all the Gold winners to guarantee consistent quality, potentially downgrading some to Silver and awarding Platinum medals to the best wines.

STAGE

3



97-100
POINTS

BEST IN SHOW

The competition then culminates in a final tasting of Platinum winners by the Co-Chairs where the ultimate accolade of 'Best in Show' is given to the finest wines of DWWA.

'We have the information to be able to evaluate the wine, the price category in which it's found, the appellation, the percentage of alcohol, the residual sugar. All this info is very valuable when you evaluate the wine to understand where it's coming from and to understand if it's typical and has a sense of place.'

I really like that we're a panel of four people open to discussion and arguing on some wines, defending our views, and making it better, at the end of the day, for the end consumer.'

- Élyse Lambert MS, judge

CATEGORISATION BY PRICE BAND

Unique to the DWWA judging process, price band is included as a factor when judging regionally to ensure wines are judged against their peers, and quality awarded in relation to price point.

- Price band A: up to £14.99 (value)
- Price band B: £15 to £24.99
- Price band C: £25 to £49.99
- Price band D: £50 to £99.99
- Price band E: £100+

WHY ENTER DWWA



1

Have your wines tasted by the world's top wine experts and regional specialists who understand the typical factors of a region.

2

Benchmark your wines in regional and international contexts for objective, trustworthy feedback.

3

Benefit from Decanter's unrivalled media reach with endorsement and extensive promotion of medal winners.

4

Have your award-winning wines promoted by Decanter, free of charge, at international events, trade fairs and partnerships.

5

For producers seeking distribution in the UK: Opportunity to have your wines listed on the new *DWVA Market Guide* - a buying guide for buyers, importers and distributors in the UK to list and sell your award-winning wines.

A MEDAL WITH

International Impact

Winning a medal at DWWA is a **trusted mark of approval** for consumers and buyers internationally and has proven to help producers achieve their goals regionally, nationally and on a global scale.



INCREASE
WINE SALES



BENCHMARK QUALITY
INTERNATIONALLY



SECURE DISTRIBUTION
IN NEW MARKETS



REACH NEW
AUDIENCES



EXPAND MARKETING
OPPORTUNITIES



IMPROVE BRAND
AWARENESS



OPPORTUNITIES FOR DWWA medal winners

Alongside our own campaigns across all of Decanter's platforms, and in addition to work with a dedicated, international PR partner – providing a PR value of £6.2m and global reach to millions, encouraging consumers to try and buy DWWA-winning wines – we offer even more ways to get your results in front of a global audience.

Advertise your results with Decanter



Aligned with the world's leading wine media brand, DWWA winners can promote results in Decanter magazine, online and on Decanter's social media channels for maximum coverage.

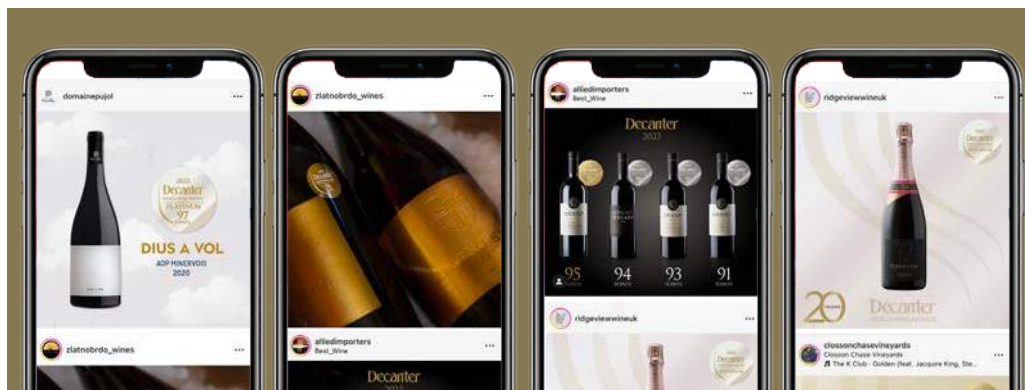
[See media pack](#)

Have your awarded wines showcased at international trade fairs and events



Decanter proudly promotes medal-winning wines globally at Decanter Fine Wine Encounters, major trade shows, events and with leading retailers. Qualifying medal winners are invited to participate, free of charge, to these global activations throughout the year.

Elevate your marketing strategy



Medal winners have access to free marketing tools on the DWWA media centre, including digital medal artwork, templates, certificates & press releases. Proven to influence buying decisions, DWWA medal stickers are also available for winners to purchase.

[Shop medal stickers](#)

DWWA 2024

UK Market Guide

NEW Exclusively for DWWA 2024 medal winners, and in response to entrant feedback, Decanter has introduced the **DWWA UK Market Guide** – a buying guide for buyers, importers and distributors in the UK to list and sell award-winning wines not yet available in the UK market.

HOW IT WORKS?

After 2024 results are announced, all medal-winning wines are eligible to register to have their awarded wines listed on the UK Market Guide.

This Guide will include key information buyers in the UK need to make informed decisions on new wine listings, including:

- Wine details, DWWA score and tasting note
- Ex-cellar pricing
- Production volume, winery size, full range details, certifications
- Contact details, website and more

Decanter will share this one-stop-shop guide with its network of leading buyers, distributors and importers in the UK as recommended wines to add to their portfolios, facilitating producer-buyer conversations.

£55 per wine entry

(+20% VAT if applicable)

MEET YOUR POTENTIAL BUYERS

Buyers who will receive the UK Market Guide include:



Matt Smith
Buying Director,
Naked Wines



Pierre Mansour
Director of Wine,
The Wine Society



Jeremy Lithgow MW
Head of Wine,
Amathus Drinks



Stefan Kobald
Head Sommelier,
The Social
Company



Freddie Cobb
Head of Drinks,
Vagabond Wines



Maggie Macpherson
Group Buyer,
Jeroboams



Beans Boughton
MW Buyer,
Alliance Wine



Mags Janjo
Buyer & Owner,
MJ Wine Cellars



Beverly Tabbron MW
Buyer, Hallgarten
& Novum



Beth Willard
Independent
Consultant



Regine Lee MW
Managing Director,
Indigo Wine



Federico Moccia
Head Sommelier,
67 Pall Mall



Joseph Arthur
Senior Wine
Buyer,
Marks & Spencer



Nadia Williamson
Buyer,
Majestic Wine

Having your award-winning wines listed on the Market Guide is a cost-effective way to **get your wines in front of the right buying audience.**

Reserved for DWWA medal-winning wines seeking distribution in the UK, this guide offers entrants **outstanding exposure in the competitive UK market.** With wines coming recommended by Decanter, being on the Market Guide offers greater chance of getting your wines represented in the UK.

WHAT OUR Entrants say

'To win a DWWA medal is a very strong impact for selling our wines. The medal helps convince our clients that we offer good quality.'

- Reh Kendermann, Germany

'Our winning wines achieve more and better visibility and there is an added profit to our winery's reputation overall.'

- Estate Argyros, Greece

'Buyers have limited reading time and endorsements such as a DWWA Gold or Silver medal really makes an impact in a crowded market.'

- Urlar, New Zealand

'We will definitely enter DWWA again. We like to benchmark our wines against the wider wine community.'

'Also a lot of consumers are still making purchasing decisions based on Awards and medals when buying outside their comfort zone.'

- Palliser Estate, New Zealand

'It's good to have a comparison point with wines from around the world and ensure the path taken is the right one to follow.'

'Winning medals can bring us more into the attention of a wider circle of customers.'

- Kněží Hora, Czech Republic

'Winning an award generates great impact. Our wines are even more recognized and requested in the different markets worldwide.'

'This is a great opportunity for all the wines in the world to compete honestly, correctly and fairly.'

- San Pedro, Chile



MORE OPTIONS THAN EVER BEFORE

Shipping your wine samples

CONSOLIDATED SHIPPING

**Recommended*

Ship to the nearest depot in your country and we'll organise group delivery to the UK.

£59 per wine entry

Delivery deadline: **1 March 2024**

CONSOLIDATED SHIPPING DEPOTS IN:

Australia	Greece	Serbia
Austria	Hungary	Slovenia
Brazil	Italy	South Africa
Canada	Japan	Spain
Chile	Macedonia	Switzerland
Croatia	New Zealand	USA
France	Portugal	
Germany	Romania	

[Learn more](#)

FAIR DROP-OFF

**Recommended*

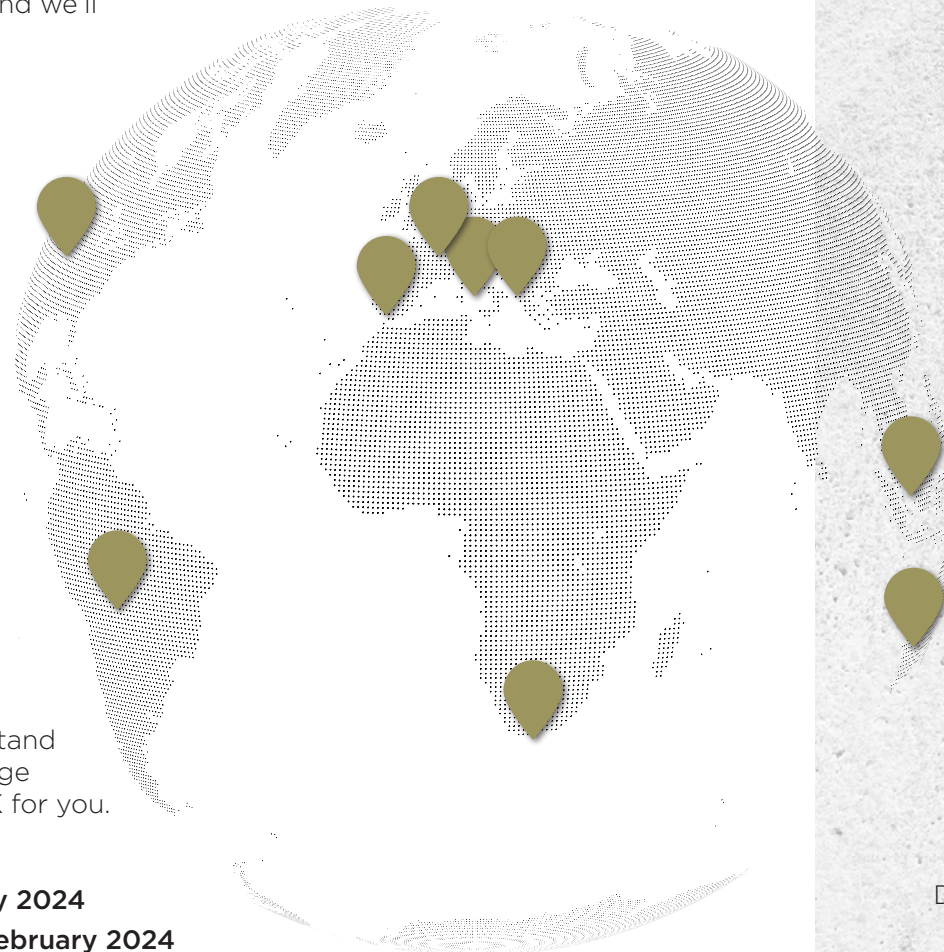
Drop your wine samples off at Decanter's stand at **Wine Paris** or **ProWein** and we will arrange customs paperwork and shipping to the UK for you.

£32 per wine entry

Wine Paris registration deadline: **2 February 2024**

NEW ProWein registration deadline: **28 February 2024**

[Learn more](#)



MORE OPTIONS

DIRECT DELIVERY

Organise delivery of your wines directly to our UK warehouse.

Delivery deadline: **15 March 2024**

[Learn more](#)

EXHIBITOR GROUP DELIVERY

Group samples for London events with your DWWA samples and we'll take them to our UK warehouse, free of charge.

Decanter Italy Experience: **24 February 2024**

The Big Fortified Tasting: **23 April 2024**

[Learn more](#)

DWWA 2024

Dates and prices

£170 per wine entry

(+20% VAT if applicable)

Payment options

- Payment by debit or credit card: £170 per wine
- Payment by bank transfer **surcharges per order, not wine:*
 - £170 per wine + £15 surcharge*
 - €204 per wine + €18 surcharge*
 - \$225 per wine + \$20 surcharge*

Accepted formats | 4 bottles per entry*

- 75cl bottles, with exception of sweet & fortified wines which may be 25cl, 37.5cl, or 50cl bottles
- 1.5ltr magnums (Champagne only)
- Alternative packaging: can, bag-in-box, Tetra Pak, pouch, carton, paper and PET bottles

**See our [rules of entry](#) for more details*

ENTER NOW
enter.decanter.com

KEY DATES

- 1 NOVEMBER **ENTRIES OPEN**
Depots open for consolidated & direct shipping
- 2 FEBRUARY
Registration deadline for sample drop-off at Wine Paris
- 28 FEBRUARY
Registration deadline for sample drop-off at ProWein
- 1 MARCH
Consolidated shipping delivery deadline
- 15 MARCH 2024 **ENTRY DEADLINE**
Payment and direct delivery deadline
- **DWWA 2024 JUDGING & RESULTS**
 - 6-18 MAY
DWWA 2024 judging weeks
 - 19 JUNE
Results announced on Decanter.com
 - 4 SEPTEMBER
DWWA 2024 magazine on sale



DECANTER AWARDS TEAM

Contact us



[ENTER NOW](#)
[Dates & prices](#)
[Shipping options](#)
[Rules of entry](#)
[Judges](#)
[DWWA FAQs](#)

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