Sommelier Wine Awards - the UK's premier on-trade wine competition

THE BEST WAY OF SELLING MORE WINE INTO THE UK'S HOTELS, RESTAURANTS AND BARS.

What is SWA?

● The Sommelier Wine Awards is the leading wine competition for the on-trade. It is judged by the **on-trade for the on-trade.** Its aim is to find the best on-trade wines for hotels, restaurants, pub and bars etc and the independent wine merchant sector in the UK.

● It provides the ultimate wine list for any establishment from which to choose quality wines at all price points. It provides a fantastic working tool for sommeliers and wine buyers and helps them build intelligent lists which will drive sales, whether they work in a Michelin-star restaurant, a gastro-pub or a country hotel (or, for that matter, in independent wine merchants).

● Published every year in June, The SWA guide has become a much anticipated point of reference for on-trade professionals around the UK, in print, online or free app.

Why enter?

➤ To win medals!

➤ To showcase your on-trade wines to key decision-makers in the UK on-trade

➤ For the opportunity to have your wines tasted by a panel of leading UK sommeliers and on-trade experts.

➤ For fast-track approval in the restaurant community

➤ To boost sales to premium UK on-trade establishments and in other markets around the world.

How are SWA results promoted?

➤ Medal-winning wines are featured in our Sommelier Wine Awards guide, distributed to every dedicated buyer and server of wine on the Imbibe 'print' database of around 15,500 on-trade professionals.

➤ Results are promoted on-line to a wider audience of 82,000 through sommelierwineawards.com and imbibe.com.

➤ Free download of the SWA tablet or smartphone app extends the reach.

➤ Certificates for winning wines are sent out to winners in time for the London Wine Fair.

➤ Sommelier Wine Awards results are promoted at Imbibe Live, the market-leading on-trade exhibition at Olympia, London, on 29 and 30 June, attended by around 10,000 on-trade professionals.

➤ There will also be a full pr and social media campaign.

Do my wines qualify?

● Your wine MUST be available to the UK on-trade, either via your importer or agent, or direct from the winery.

● They cannot be on sale in the mass market – Sparkling and Fortified wines are the only exceptions that can have a physical presence on the high street. So, a wine selling through an independent retailer, or on-line/mail order may enter, but one that already sells in a high street supermarket or multi-specialist may not.

TIP: Remember that sommeliers want wines with character, subtlety, typicity and value for money whether that's at £5 or £50.

What does it cost?

There is an entry fee of £90 +VAT per wine.

How do I go about entering?

1 Talk to your agent/importer in the UK and tell them which wine you would like to enter. Then **fill in the entry form on-line at sommelierwineawards.com.**

2 Choose the categories you want your wines to compete in. Wines are separated by region (in the case of Europe) or grape varietal (New World), we also have a restaurant Essentials section including categories such as House wine, Sparkling wine and Varietal Classics.

3 Fill in your details and start uploading information about the wines you wish to enter.

4 Submit your entry by 23 January and deliver your wines by 30 January 2015

AWARDS AND MEDALS

Gold, Silver and Bronze medals and Commended awards are given.

The ultimate wine list is created, featuring all **gold medal** winners.

Other Special Awards include:

● By the Glass awards, for especially versatile and great value wines.

● Food Match awards, given to those gold-medal winning wines that come out top when paired with classic restaurant dishes

● Critic's Choice awards, picked out by our judges as being extra special during the tasting.

● Each year, following a tasting at our on-trade exhibition, Imbibe Live, we also give out a small number of Wine of the Year awards – the best of the best!

THE SWA JUDGING PANEL

The Sommelier Wine Awards tasting panel reads like the ***Who's Who*** of the industry, with influential sommeliers, restaurateurs and hoteliers from all around the country.

Any questions, visit sommelierwineawards.com or contact, Chloé Kingham or Ed Warr at:
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