



◆  
**THE  
DRINKS  
INTERNATIONAL  
CHALLENGE  
SERIES**  
◆

**2016/2017  
ENTRY BROCHURE**



# WELCOME

The Drinks International Challenge Series comprise of a vibrant mix of seven different competitions which celebrate innovation and excellence within the global drinks industry.

The series offers drinks producers an objective, credible and highly competitive platform by which they can benchmark their brands, designs, campaigns and initiatives and gain recognition for their quality.

Our challenge series is home to over thirty independent industry experts, who assess entries through rigorous blind tastings and discussion judging days. Our panel of international judges consist of the most respected leaders in the business and include mixologists, bar managers, travel retail buyers, design experts, marketing professionals and journalists.

Medals and trophies will be awarded to the winners in each challenge, with the results published in Drinks International magazine and online at [drinksint.com](http://drinksint.com).

## WHY ENTER?

Drinks International guarantees to help drink companies promote their challenge success and offers continuous support for winners including the following:

- Exclusive editorial results exposure in Drinks International magazine
- Results exposure published online at [drinksint.com](http://drinksint.com)
- Free high resolution artwork of medals is available to all winners for promotional purposes.
- Certificates and Trophies where applicable.

## THE SCORING SYSTEM

### 81-100 WINNER / GOLD MEDAL

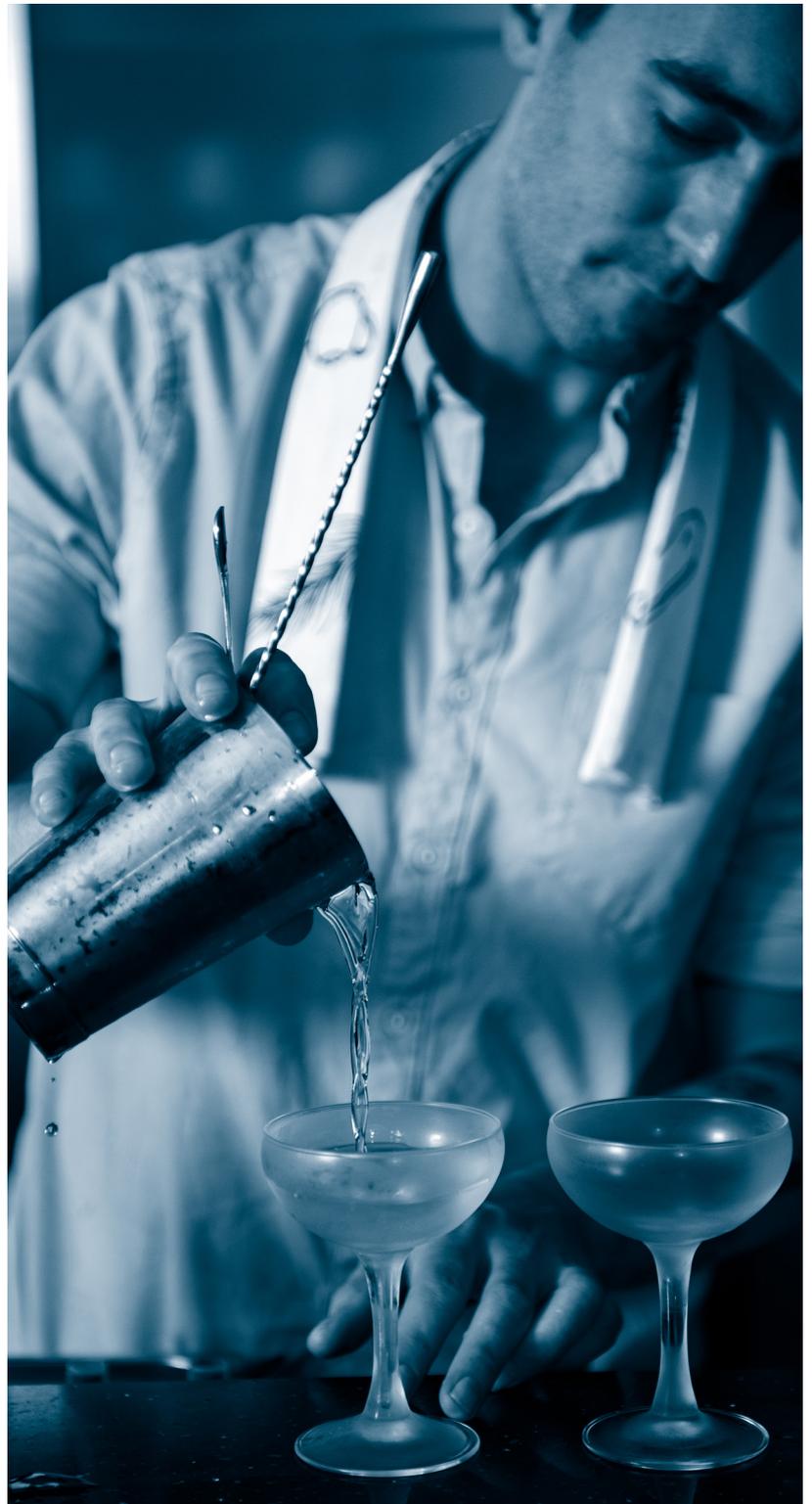
Outstanding entry, exceptional quality

### 61-80 HIGHLY COMMENDED / SILVER MEDAL

Excellent entry, superb standard

### 41-60 COMMENDED / BRONZE MEDAL

Fine entry, above average



# THE TRAVEL RETAIL CHALLENGE



The industry's finest will gather at the Hotel Majestic, Cannes on Tuesday 4th October 2016 to celebrate the tenth annual Drinks International Travel Retail Challenge.

The winners of both our operator and supplier awards are announced at this prestigious cocktail party which takes place during the TFWA World Exhibition week. The event is attended by over 150 airport retailers, operators, airlines buyers and drink suppliers.

Our supplier awards celebrate the quality of drinks brands and their initiatives within this luxury retail sector. The judging process begins in July where the judges will read through and examine each of the submissions. A discussion panel will then decide the winner of each category from the shortlist.

## CATEGORIES

### DRINKS LAUNCH AT TFWA CANNES 2016

This must be a brand new alcoholic drinks product not seen before and being unveiled for the first time at the 2016 TFWA World Exhibition in Cannes.

### LUXURY DRINKS LAUNCH OF THE YEAR

This award celebrates the world's finest and luxury drinks brands launched into the travel retail sector in the last twelve months. Products entered must have a minimum retail value of \$500 or more.

### TRAVEL RETAIL EXCLUSIVE OF THE YEAR

This award recognises exclusive brands that have launched specifically for the duty free sector. This can be either Limited Editions or Travel Retail Exclusives.

### DRINKS LAUNCH OF THE YEAR

This can be any alcoholic drink launched into the travel retail market since November 2015. Supporting sales and penetration statistics should be sent to support this entry.

### NEW PACKAGING OF A DRINKS BRAND

This award recognises brands with new packaging launched into travel retail within the past twelve months. The judges are in search of the design that successfully executes the objectives set within its original brief.

### REPACKAGING OF A DRINKS BRAND

We are in search of the best overall design of an existing drinks brand that has been repackaged and launched into travel retail within the past twelve months. The award will recognise the design that successfully executes the reasons for change, set within its original brief.

### PRESENTATION BOX OF THE YEAR

With eye catching drinks brands on offer at airport outlets, often it's the design of the presentation box or gift set that captures the consumer's attention and influences their purchasing decision. This award celebrates the best design for the travel retail sector.

### MARKETING CONCEPT OF THE YEAR

This award will recognise the brand owner whose cross-media campaign is truly original, provocative and sets new standards in travel retail in-store brand promotion. Please provide us with photographic substantiation of your campaign or video footage.

**ENTRY DEADLINE:**  
Friday 8th July 2016

**AWARDS PARTY:**  
Tuesday 4th October 2016, Hotel Majestic, Cannes



# THE COCKTAIL CHALLENGE

Now in its 23rd year, Drinks International's Cocktail Challenge is one of the longest running cocktail competitions in the world. It has built a reputation for its independent, sponsor-free approach.

The annual competition pits global spirits and liqueur brands' best cocktails against each other to find the Cocktail Challenge Champion for 2016. Brands are invited to submit their recipes into the Aperitif, Long Drinks and After Dinner categories.

Cocktails will be made by bartenders from the World's 50 Best Bars and will be blind tasted by our expert panel of judges which comprise of leading stars from the international on-trade.

Marks will be given out of 50 based on balance, taste, simplicity, originality and presentation. Judges will award a category winner, as well as the overall Cocktail Challenge Champion.

## CATEGORIES:

### APERITIF COCKTAIL

- White Spirits
- Brown Spirits
- Liqueurs & Specialities

### LONG DRINK COCKTAIL

- White Spirits
- Brown Spirits
- Liqueurs & Specialities

### AFTER DINNER COCKTAIL

- White Spirits
- Brown Spirits
- Liqueurs & Specialities

#### ENTRY DEADLINE:

Thursday 15th September 2016



# THE DISTILLERY EXPERIENCE CHALLENGE

THE  
DISTILLERY  
EXPERIENCE  
CHALLENGE  
2017

The investment and planning involved in turning a distillery into a successful and sustainable tourist attraction is paramount to its success. The aim of the challenge is to recognise such innovation and excellence among distilleries and associated companies.

Our award categories reflect the tourism initiatives, strategies, proposition and innovation created by international distilleries.

Entries are welcome from all involved in distillery tourism, whether they are major spirit producers or individual distilleries.

## CATEGORIES

### VISITOR CENTRE & DISTILLERY TOUR

This category recognises a visitor centre that has implemented the best introduction to its overall operation. This can include museums, master classes, seminars, tastings, onsite tasting bars, restaurants and facilities. It also recognises the most innovative distillery tour that offers tourists an educational and memorable experience into the production and distillation of spirits.

### EDUCATIONAL EXPERIENCE

This category recognises the distillery that showcases the best explanation of the process of distilling. The winner will have demonstrated the science in an effective and easy way for consumers to understand. Entrants must provide evidence of their educational visitor presentation, as well as interesting methods of how they tell this story.

### RETAIL EXPERIENCE

The distillery shop creates a key opportunity to maximise retail sales of all spirit brands produced onsite. We are in search of the distillery that has created the best retail experience for its visitors.

### DISTILLERY EVENT

This award celebrates the success of creative events produced by a distillery. These can include festivals, concerts, spirit and food matching events, hosted dinners and unique tourism experiences.

### DIGITAL & SOCIAL MEDIA INITIATIVE

We are in search for the distillery that has demonstrated the most effective use of digital media as part of their marketing strategy. Websites, social media and phone applications are often the starting point for many tourists' planning a holiday. We are in search for the distillery that has implemented the most successful digital campaign that has had a positive impact on their tourism trade.

**ENTRY DEADLINE:**  
Thursday 13th October 2016



# THE PRE-MIXED DRINKS CHALLENGE



Now in its seventh year, the Pre-mixed Drinks Challenge aims to recognise the quality of these products through a blind tasting by an expert panel of independent judges including, retailers, top mixologists, producers and critics.

The blind tasting will be assessed on appearance, aroma and balance. Medals will be awarded to the best pre-mix, classic cocktail mix, classic mixer combination and ready bottled drinks.

## CATEGORIES:

**PRE-MIXED CLASSIC COCKTAILS**

**PRE-MIXED CLASSIC COCKTAILS WITH A TWIST**

**PRE-MIXED CONTEMPORARY COCKTAILS**

**LOW CALORIE PRE-MIXED COCKTAILS**

**WINE BASED PRE-MIXED DRINKS**

**PRE-MIXED COCKTAIL MIXERS – USER ADDS ALCOHOL**

**CLASSIC ALCOHOLIC DRINK/ MIXER COMBINATIONS**

**CONTEMPORARY ALCOHOLIC DRINK/ MIXER COMBINATIONS**

**ORIGINAL PRODUCT COMBINATIONS**

**FROZEN PRE-MIXED ALCOHOLIC DRINKS**

**DESIGN & PACKAGING**

### ENTRY DEADLINE:

Thursday 13th October 2016



# THE WINE TOURISM CHALLENGE



Returning for the sixth year, the Drinks International Wine Tourism Challenge is open to all involved in wine tourism, including generic bodies, major producers and individual vineyards.

The challenge aims to recognise innovation and excellence among wine producers, winemakers and associated businesses. The categories reflect the strategy, proposition, investment and creativity required

to turn a vineyard into an attractive long-term tourist attraction.

Our expert panel of judges will assess each of the submissions, based on set criteria to determine the winner in each of the categories outlined below.

## CATEGORIES

### VISITOR CENTRE

Visitor centres are the starting point for most wineries. They offer tourists an educational experience of the complex world of winemaking, its history and the process of making wine. This category recognises a winery that has implemented the best introduction to its overall operation. This may include tours, wine trails, museums, educational sessions, interactive wine making options, seminars and tastings, gift shops, onsite restaurant and facilities.

### INNOVATIVE TOURISM EXPERIENCE

Tastings and educational sessions are standard attractions in most wine estates, but there are many other interesting visitor options on offer, such as participation in grape growing and wine making processes, interactive blending sessions and unique tour options. We are in search for the most innovative and unique visitor experience.

### FOOD & WINE MATCHING EXPERIENCE

This category is open to wineries that offer wine and food matching classes or, for example, matching unusual wines to dishes in their restaurant. A quality dining experience serves an important role in attracting visitors making a vineyard a destination for foodies. Tourists want to learn about food and wine matching and how flavours work together. This award celebrates the best visitor experience or master class that provides a superb food and wine.

### RETAIL EXPERIENCE

The cellar door shop creates a key opportunity to maximise retail sales of all wines produced onsite. We are in search for the vineyard that has created the best retail experience for its visitors.

### WINE EVENT

This category celebrates the success of creative wine events, festivals and fairs that attract visitors to the region, whether onsite or as a result of wineries partnering with other companies to develop a wine programme or event.

### ACCOMMODATION

This category recognises wineries that offer unique accommodation options to visitors. This can range from cabins to lodges, guest houses, spas and boutique hotels within any given wine region.

### DIGITAL & SOCIAL MEDIA INITIATIVE

This category will recognise wineries that have demonstrated the most effective use of digital media as part of its marketing strategy. Websites, social media and phone applications are often the starting point for many tourists' planning a holiday. We are in search for the winery that has implemented the most successful digital campaign that has had a positive impact on its tourism trade.

### PROMOTIONAL BODY

Awarded to the promotional body for its commitment and excellence in promoting a specific region or country. Particular attention will be paid to consumer-facing initiatives to entice visitors to the region. International marketing examples, brochures, websites, wine trails, online campaigns and statistics are welcome to support the entries. Generic wine bodies, regional associations and travel companies are all eligible to enter.

**ENTRY DEADLINE:**  
Thursday 10th November 2016

# THE WINE DESIGN CHALLENGE



There is no doubt that design is a vital ingredient to the success of any wine brand. Great design and packaging will successfully communicate a brand's image, wine's origins and provenance and in turn, this can have a massive impact on sales. First impressions count, which is why the design of any wine brand is crucial.

We are in search of new and repackaged designs and initiatives for wine brands across the globe. Entries are welcome from wine producers, design agencies or associated companies.

Entries will be assessed by an expert panel of judges which comprise of wine retailers, wine writers, graphic designers, art directors and on- and off- trade professionals.

Each entry will be judged against its execution of the objectives, initial impact, originality, creativity, innovation and relevance to target market.

## CATEGORIES:

### NEW DESIGN OF A WINE BRAND

This category celebrates the best overall design for a wine brand launched in the past twelve months. This encompasses the label, brand image and overall presentation of the bottle. We are in search of the design which successfully executes the objectives set within its original brief.

### REPACKAGED WINE DESIGN

We are in search of the best overall design of an existing wine brand that has been repackaged in the past twelve months. This encompasses the label, brand image and overall presentation of the bottle. This award will recognise the design which successfully executes the reasons for change set within its original brief.

### DESIGN FOR A WINE RANGE

We are looking for the most effective and innovative design for a wine range. Each bottle will be assessed on the design relevance to each grape variety and how each design works together as part of a range.

### DESIGN FOR SPARKLING WINE

This category recognises the best design for a sparkling wine brand. Entries will be assessed on relevance to the sector, label, brand image and overall presentation of the bottle.

### COPYWRITING FOR A WINE LABEL

The wine label is the key platform where producers sell their wine to consumers. Effective copywriting is crucial as the label cements the brand identity and brand values. The label informs individuals of the alcohol by volume, the tasting notes, pairings with food and the region or vineyard as an example. This category celebrates a wine label that effectively helps consumers make a discerning choice between brands.

### ALTERNATIVE WINE PACKAGING DESIGN

Wine brands now showcase many alternative packaging designs ranging from wine boxes, pouches, cartons and cans. This category recognises the best design that successfully communicates a brand's identity through alternative and non traditional packaging.

**ENTRY DEADLINE:**  
Thursday 8th December 2016



# THE WINE MARKETING CHALLENGE



The wine industry is home to some exciting brands and some of the most innovative marketing initiatives in the world.

A strong, relevant and well defined brand identity is key to successful wine marketing. Innovative and creative campaigns can increase wine brands awareness and deliver its key messages to reach new and existing customers.

Our Challenge recognises and celebrates the impact

marketing has on creating and sustaining wine brand values.

Entries are open to wine companies, marketing, PR and digital agencies that have planned and implemented a successful campaign in the last twelve months. Entries will be assessed by an expert panel of judges which comprise of marketing experts, brand agencies and wine professionals. Each entry will be assessed on its overall brand strategy, execution and success of the project, evidence of innovation and positive results.

## CATEGORIES

### INTEGRATED CAMPAIGN OF THE YEAR

The winner will have showcased a successful integrated wine marketing campaign, creating consistent brand messaging through all aspects of marketing communication, using different promotional methods to reinforce each channel. The campaign will provide a seamless experience for the customer.

### DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR

This category covers PR campaigns where the focus of activity was a digital medium. The winner will have successfully implemented a viral PR campaign that encourages its audience to share the content through social networks, resulting in an increase of website traffic for a wine brand or company.

### EXPERIENTIAL CAMPAIGN OF THE YEAR

This category celebrates live branded events, experiential and field marketing executions that used a big idea to capture the essence of a wine brand in a way that allowed the audience to enjoy, share and engage in an experience.

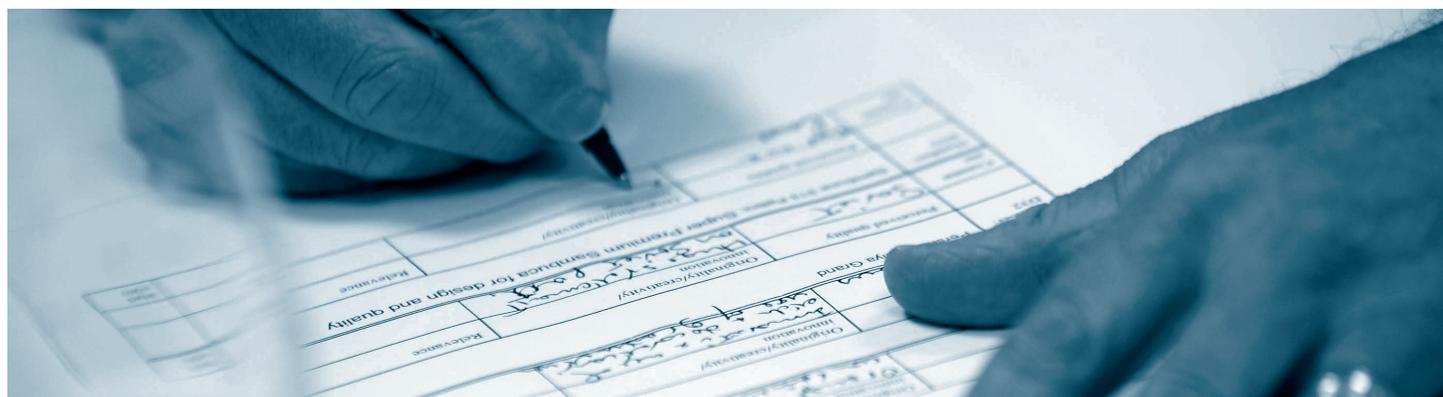
### PR CAMPAIGN OF THE YEAR

This category recognises a public relations campaign that supports the marketing of a wine brand to its target audience. The winner will have demonstrated successful delivery of the brands key messages, provided evidence of the campaigns impact, positive results and use of clever PR strategies and programmes.

### WINE PR COMPANY OF THE YEAR

This category is open to global PR companies who plan and implement successful campaigns on behalf of wine producers. These may include experiential, integrated, social media, advertising and PR campaigns that have raised the profile of its clients across all media outlets.

**ENTRY DEADLINE:**  
Thursday 8th December 2016



# IMPORTANT DATES

CHALLENGE	ENTRY DEADLINE	BOTTLE DEADLINE	RESULTS PUBLISHED IN DRINKS INTERNATIONAL
Travel Retail	Friday 8th July	Friday 15th July	November 2016 Issue
Cocktail	Thursday 15th September	Thursday 22nd September	December 2016 Issue
Distillery Experience	Thursday 13th October		January 2017 issue
Pre – Mixed Drinks	Thursday 13th October	Thursday 20th October	January 2017 issue
Wine Tourism	Thursday 10th November		February 2017 Issue
Wine Design	Thursday 8th December	Thursday 15th December	March 2017 Issue
Wine Marketing	Thursday 8th December		March 2017 Issue

## ENTER ONLINE:

[www.drinksint.com/challengeseries](http://www.drinksint.com/challengeseries)

## FOR FURTHER ENTRY INFORMATION CONTACT OUR EVENTS TEAM:

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