



Each year, thousands of tourists around the world tour distilleries whilst on holiday in search of more unique cultural experiences. Distilleries across the globe are opening their doors offering participation in educational sessions, sensory tours and tastings

The investment and planning involved, turning a distillery into a successful and sustainable tourist attraction is paramount to its success. The aim of our awards is to recognise such innovation and excellence among distilleries and associated businesses. Our award categories reflect the tourism initiatives, strategies, proposition and innovation shown by international distilleries.

Entries are welcome from all involved in distillery tourism, whether they are major spirit producers or individual distilleries. If your establishment has been operational during the last 12 months you are eligible to enter. Each entry should be supported with a written entry pack following the guidelines for each category. Entrants may wish to include supplementary material such as photos, brochures and tasting packs to support their submission.

DEADLINE FOR ENTRIES:
Friday 24th October 2014

For further information
please call Jo Morley
on +44 (0) 1293 590044
or email jo.morley@drinksint.com



2015 CATEGORIES

Best Distillery Visitor Centre

Visitor centres are the starting point for most distilleries. They offer tourists an educational experience of the complex world of making spirits, their history and the process of distillation. This award recognises a distillery that has implemented the best introduction to its overall operation. This can include museums, educational sessions, seminars, tastings, distillery shops, onsite tasting bars, restaurants and facilities for families.

Best Distillery Tour

This award celebrates the effectiveness of thoughtful distillery tours. We are in search of the most innovative tour that offers tourists an educational and memorable experience into the production and distillation of spirits. Entries can include tastings, workshops and interactive options that are built into the visitors' itinerary.

Most Innovative Tourism Experience

Tastings and tours are standard attractions in most distilleries, but there are many other interesting visitor options on offer, such as blending your own spirit, distillery trails, spirits and food matching sessions and master classes. We are in search for the most innovative and unique visitor experience.

Best Educational Experience

This award recognises the distillery who 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.

Best Family Experience

Tastings, distillery tours and educational sessions attract adult visitors, but what's on offer for children? This award recognises a distillery's commitment to developing the best facilities and attractions for families. We are in search for the most successful family amusements, which has had a positive impact on a distillery's tourism trade.

Best Spirits Event

This award celebrates the success of creative distillery events, festivals, concerts and fairs that attract visitors to a region. Whether onsite at a single distillery or as a result of regional distilleries partnering with other companies to develop a programme of events or festival.

Best Digital & Social Media Initiative

This award will recognise distilleries that have 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 who has implemented the most successful digital campaign which has had a positive impact on their tourism trade.

DISTILLERY EXPERIENCE AWARDS 2015

ENTRY DETAILS Please photocopy this form for each product entered

Entry ☐ of ☐ products entered

Name of company entering the awards

Address:

Country

Contact name:

Job title:

Phone number:

Email:

Name of distillery or company:

Brand owner:

Please tick the category(ies) you wish to enter this product into:

- ☐ Best Distillery Visitor Centre
- ☐ Best Distillery Tour
- ☐ Most Innovative Tourism Experience
- ☐ Best Educational Experience
- ☐ Best Family Experience
- ☐ Best Spirits Event
- ☐ Best Distillery Trail
- ☐ Best Digital & Social Media Initiative

ENTRY CRITERIA

Judges will be looking at any of the following criteria in each category

- Objective of the tourism strategy
- How the visitor experience meets your tourism strategy?
- Quality of facilities and services available
- Examples of creativity and innovative features within the tourism offered
- Examples of customer service
- Examples of any promotional initiatives
- Evidence of positive results and statistics
- Evidence of your obligation to developing tourism in your region.

HOW TO ENTER

1. Complete the entry form (above) in capital letters in black ink using the appropriate accents where applicable. All details will be reproduced for results and certificates.
Drinks International takes no responsibility for corrections of errors or illegible text made by the entrant.
2. Clearly indicate the name of the company entering, name of distillery, and brand owner.
3. **Fax or post your entry form to Jo Morley- Drinks International -Distillery Experience Awards, Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ, UK. Fax: +44 (0) 1293 474010.**
4. Entries should be supported by a statement of up to 1500 words per entry as well as photographs, campaign images or illustrations.
5. **Entry forms and supporting information must be received by 24th October 2014.**
6. Images should be in colour with both high resolution and low resolution jpg files supplied. Please send up to 15 photographic images to support your entry. Any videos should be no longer than 3 minutes and be sent using a link.

IMPORTANT NOTES

1. The Distillery Experience Awards are organised by Agile Media Ltd, publisher of Drinks International under licence from William Reed Business Media Ltd. The company address is Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ, UK. Registered number 6646125. VAT number: 938 4452 95.
2. Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid entry. Proof of posting is not proof of delivery.
3. The awards will be judged by an expert and independent panel selected by the organiser. The judges may decline to make an award for a certain category if they decide there are insufficient entries of a winning standard. The organisers reserve the right to alter the judging panel and categories without prior notice to entrants. In all respects, the judging decision is final.
4. **A list of winners will appear in the January 2015 issue of Drinks International Magazine and on our website, www.drinksint.com.** Images may also be used. Participants consent to their names and photographs to be used in any competition publicity.
5. Winners may publicise their award provided the year in which it was won is stated. Those awarded are granted a non-exclusive, non-transferable license to use the Distillery Experience Awards logo in connection with its own award for a period of 3 years from the date of the award.

PAYMENT

1. Cost per entry is £200 + VAT per category entered. Three entries cost £500 (+VAT) and thereafter each category costs £150 (+VAT) each.
2. Orders totalling less than £500 (excluding VAT) must be paid by cheque or credit card. Orders exceeding £500 (excluding VAT) may request an invoice.
3. VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU.

Competition	Quantity	Net price	VAT @ 20%	Amount
Distillery Experience Awards				

VAT number:

Currency

We wish to pay in: ☐ £ Sterling ☐ € Euros ☐ \$US dollars

The relevant exchange rate will be calculated as at date of processing.

Payment options

1. Payment by credit card ☐

Please charge £_____ to my credit card (please include VAT amount, if applicable)

VISA ☐ Mastercard ☐ AMEX ☐

Card number:

Expiry date: Security code:

Name on card:

Cardholders address:

Signature:

2. Payment by cheque ☐ Please make cheques payable to **Agile Media Ltd**
 3. Please send an invoice to the address overleaf (or provide a different address here). Invoices can only be issued for orders exceeding £500 (excluding VAT)
- ☐ We confirm that we have read and understood the rules and instructions set out overleaf.

Signature:

Print name:

Date:

Data Protection We will use this data for the purposes of administering your entry into the Drinks International Distillery Experience Awards and to contact you with any queries.

We may also use it to contact you about other competitions or products on behalf of Drinks International or Agile Media, Drinks International Distillery Experience Awards sponsors or carefully selected third parties.

If you do not wish to be contacted by any of the following please tick the relevant box:

	Mail	Telephone	Email	Fax	Text
Drinks International	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agile Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Third Parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For office use only

Date received:

Account number:

Product Number:

For further information please call

Jo Morley on +44 (0) 1293 590044 or email jo.morley@drinksint.com