



## ENTRY FORM

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 16th October 2015**

**For further information  
please call Rick Beaumont  
on +44 (0) 1293 558130  
or email [rick.beaumont@drinksint.com](mailto:rick.beaumont@drinksint.com)**

## HOW TO ENTER

1. Complete the entry form 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 Rick Beaumont -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 written submission of up to 1500 words per entry as well as photographs, campaign images or illustrations.
5. Entry forms should be submitted alongside supplementary marketing support materials, additional information, web links, press cuttings and photograph. These must all be received by the deadline of 16th October. Please note that all supplementary material will not be returned.
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.

### TIPS FOR A SUCCESSFUL ENTRY

Overleaf is an outline of each award category and some points you may wish to consider including in your entry, but these are no by means statutory. You are free to supply any information you think relevant. Please Note: providing statistics that illustrate how effective your tourism strategy has been, will improve your chances of winning. All information provided will be held in the strictest confidence.

# 2016 AWARD 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, masterclasses, seminars, tastings, onsite tasting bars, restaurants and facilities.

### Criteria

Has the visitor experience met your tourism strategy?  
Describe the visitor centre – features, museum, tastings, what do you offer to visitors?  
Provide details of visitor numbers in the past twelve months  
Provide statistics of visitor numbers year on year  
Provide examples of marketing and promotion of the visitor centre  
Outline the tourism your visitor centre has generated for your region  
Provide any feedback from visitors  
Provide evidence of positive results and return on investment

## Best Educational Experience

This award 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.

### Criteria

What is the objective for the educational programme?  
Describe the ways in which you explain the process of spirit making to your visitors?  
How has the educational experience helped grow your spirit sales at your distillery shop?  
Please provide any feedback from visitors

## Best 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.

### Criteria

Describe your spirits event  
Objective of your spirits event  
Provide examples of marketing and promotion of the event  
Provide examples of branding of the spirits available to consume at the event  
Provide statistics of onsite sales of spirits taken during the event  
Outline of visitor numbers attending the event  
Provide growth statistics of visitor numbers year on year  
Evidence of positive results through crowd participation, PR & content sharing through social networks  
Feedback from any visitors

## 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.

### Criteria

Describe the distillery tour – features, what you offer to visitors, why is it different or interesting  
Provide details of visitor numbers booking the tour in the past twelve months  
Provide examples of marketing and promotion of the distillery tour  
Outline the tourism that your visitor centre has generated for your region  
Provide any feedback from visitors  
Provide evidence of positive results and return on investment

## Best Retail Experience

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

### Criteria

Does your product offering in your shop meet customer demand?  
What is your budget spend per head for this year?  
How does your budget spend per head compare to last year?  
Are the spirit products available in your tours and tastings available to purchase in your shop?  
Describe your retail strategy. What are you trying to achieve?  
How do you define your ranges and price point your products?  
How have you planned and structured your shop layout?  
What is the key link between your attraction and retail experience?  
What makes your retail experience good?  
Examples of product knowledge and customer service

## 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.

### Criteria

Describe your Digital and Social Media initiative  
Describe your overall brand strategy and brand values  
Outline the objective, execution and impact of the initiative  
Outline any problems you faced setting up/delivering the initiative and how you overcame them  
Provide examples of the initiative/campaign  
Provide statistics illustrating the impact the initiative has had on social media followers, spirit sales etc

# DISTILLERY EXPERIENCE AWARDS 2016

Email entries to [rick.beaumont@drinksint.com](mailto:rick.beaumont@drinksint.com) or fax +44 (0) 1293 474010  
ENTRY FORM

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

Best Educational Experience

Best Retail Experience

Best Distillery Event

Best Digital & Social Media Initiative

## 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 2016 issue of Drinks International Magazine and on our website, [www.drinksint.com](http://www.drinksint.com).** Images may also be used. Participants consent to their names and photographs to be used in any competition publicity.
5. **Winner and highly commended medals and certificates will be awarded in each category.** 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 £250 + VAT per category entered. Three entries cost £600 (+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.

**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"/>				
Agile Media	<input type="checkbox"/>				
Sponsors	<input type="checkbox"/>				
Third Parties	<input type="checkbox"/>				

### For office use only

Date received:

Account number:

Product Number:

### 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:

**For further information please call**

Rick Beaumont on +44 (0) 1293 558130 or email [rick.beaumont@drinksint.com](mailto:rick.beaumont@drinksint.com)