SCOTTISH

WHISKY AWARDS®

2019

ENTRY GUIDE

DEADLINE FOR ENTRY: THURSDAY 9TH MAY 2019

www.scottishwhiskyawards.org.uk

The Scottish Whisky Awards is a new national celebration for the business of Scotch Whisky. Distilleries and companies are invited to compete in an independent competition which will recognise and reward people and teams working hard to deliver Scotland's greatest global product.

Our competition combines written submissions in 6 business categories and a blind tasting competition for 10 taste categories.

The business awards will be presented to highlight the world leading and innovative performance of Scotland's whisky distillers in a range of categories covering marketing, tourism and innovative business practices.

In our wide-ranging blind tasting competition, Gold, Silver and Bronze Awards will be presented to products achieving the highest marks from independent taste panel gathered from Scotland, the UK and abroad.

Created and operated by Edinburgh based events company, KDMedia, and with the support of an advisory panel and an international judging panel, this new and unique programme will showcase the best of the Scotch whisky industry across the UK and worldwide.

Images from the Scottish Gin Awards, a KDMedia event.

ADVISORY PANEL

Alan Wolstenholme
Professor and Chair of the Scottish Whisky Awards Judging Panel

Blair Bowman
Writer and Whisky Consultant

Alex Bruce
Managing Director, Adelphi Distillery

Geraldine Coates
Consultant

Simon Erlanger
Managing Director, Isle of Harris Distillery

Charlie Maclean
Whisky Author and Consultant

Ian McKerrow
Director, Edinburgh Whisky Academy

Annabel Meikel
Director, Keepers of the Quaich

David Moore
Director, Fusion Whisky

James Robertson
Director, Wildcat Spirits

Keir Sword
Director, Royal Mile Whiskies

Karen Walker
Whisky Consultant

SCOTTISH WHISKY AWARDS® 2019

SAVE THE DATE

THURSDAY 5TH SEPTEMBER 2019

Sheraton Grand Hotel, Edinburgh
From 6:30pm

www.scottishwhiskyawards.org.uk

BUSINESS CATEGORIES

- Scottish Whisky Distillery of the Year
- Product Launch of the Year
- Brand Experience of the Year
- Tourism Destination of the Year
- Community Contribution of the Year
- Newcomer of the Year

BUSINESS CATEGORIES

Scottish Whisky Distillery of the Year

The ultimate award in the competition, this award will be presented to a distillery demonstrating an outstanding year of business in 2018/19.

The Scottish Whisky Distillery of the Year will be presented to a team demonstrating product development, quality standards, contribution to the community, positive environmental impact, collaboration with suppliers and customers and best practice, shared across the industry.

Entries should include:

- Information on key milestones such as investment, distribution deals, premises or export success
- Description of approaches to staff development, training, product quality, community contribution, environmental credentials, and collaborative working
- Outline business performance in the period 1 May 2018- 1 May 2019 including financial results for the last two years and next year's predicted figures

Product Launch of the Year

The innovative and considered efforts involved in launching a new Scotch whisky on to the market will be awarded via the assessment of a number of measures. Successful use of marketing, PR, branding and consumer experience in any retail market will be considered.

Entries should include:

- An overview of the product and the strategy for launch
- Information relating to the product launch including the use of marketing, events, social media
- Information relating to the subsequent success of the brand including distribution deals, listings and evidence of sales success

BUSINESS CATEGORIES

Brand Experience of the Year

This award will recognise the efforts of marketing teams to create brand experiences which immerse target consumers in a whisky brand, building awareness, knowledge and customers. The experience could be in a retail or a festival or event environment in the UK or abroad.

Entries should include:

- An outline description of the Brand Experience including an explanation of the brand concept, design strategy and delivery
- Information relating to marketing, event, digital and PR efforts to enhance the experience directly to the consumer
- Information including the success of the brand activity and its impact on sales

Tourism Destination of the Year

This award will recognise efforts to attract domestic and international tourists from a leisure or business environment to a destination dedicated to whisky.

Entries should include:

- An overview of activity in the last 12 months including marketing activity, local partnerships, events and educational initiatives
- A description of the visitor experience
- Information relating to the success of the destination including visitor numbers, revenue, publicity, reviews and testimonials from customers

Community Contribution Award

The Scottish Whisky industry has been applauded for its work to create sustainable businesses. This award will recognise investment in local economies through long term employment and sustainable business practices. This award is open to distilleries or companies operating a number of distilleries.

Entries should include:

- An overview of the business, its location, employment profiles and business activities
- Information relating to sustainable business practices and environmental efficiencies
- Information relating to the positive impact of the business in the local community

BUSINESS CATEGORIES

Newcomer of the Year

For distilleries launching their first release of scotch, this award will recognise a team for their work bringing their first scotch to the market. Entries are open to businesses which launched their first release between May 2017 and April 2019.

Entries should include:

- An overview of the business, its location, distilling methods, team and any other relevant business activities
- Information relating to marketing activity around the launch of the product and sales success
- A 75cl bottle for sampling

KEY DATES

WEDNESDAY 2ND MAY 2019

Deadline for Written Entries

WEDNESDAY 22ND & THURSDAY 23RD MAY 2019

Product Delivery for Taste Entries

THURSDAY 5TH SEPTEMBER 2019

Awards Dinner & Celebration,
Sheraton Grand Hotel, Edinburgh

ABOUT KDMEDIA

KDMedia is a PR & event company with a 17-year track record delivering events and awards competitions. Founders and creators of the Scottish Beer Awards and the Scottish Gin Awards, the Edinburgh based team of PR, marketing and event professionals, deliver over 30 events each year and host over 4000 guests.

TASTE CATEGORIES

SINGLE MALT CATEGORIES

- Up to 12 Years*
- 13-25 Years
- 25 Years and over

BLENDED MALT CATEGORIES

- Up to 12 Years*
- 13-25 Years
- 25 Years and over

BLENDED CATEGORIES

- Up to 12 Years*
- 13-25 Years
- 25 Years and over

SPECIALITY CATEGORY

- Grain, Single Grain, Speciality Cask or other innovative expressions

In each age range, the top three products will be presented with Gold, Silver and Bronze Scotch Medals.

*includes no age statement

DISTILLING SCOTLAND
TRADE SHOW & CONFERENCE

COMING SOON
FEBRUARY 2020

HOW TO ENTER THE SCOTTISH WHISKY AWARDS

Please visit: www.scottishwhiskyawards.org.uk

BEFORE ENTERING

- Please contact the awards team at KDMedia for advice on categories and eligibility prior to entry, on 0131 337 6232 or by emailing pippa@kdmedia.co.uk or kirsten@kdmedia.co.uk
- All entrants must register as a user at www.scottishwhiskyawards.org.uk
- All entries are completed and submitted online using the online entry form.
- A one-off registration fee of £55 will be charged per distillery or company and allows you to enter as many categories as you wish in both taste and business sections. A separate form will be required for each entry.
- You must enter a business category to qualify for the taste competition.
- Please read our terms and conditions of entry.

PRODUCT DELIVERY

- Please deliver 2 x 75cl bottles of each entered whisky to the Edinburgh Corn Exchange on Wednesday 22 or Thursday 23 May 2019, during the hours of 9.00am and 5.00pm. An event manager will meet you and confirm receipt.

THE ENTRY PROCESS

- Please include a summary statement that can be used by the Scottish Whisky Awards for PR purposes to promote the entry, as indicated in the entry form.
- Please use appendices for relevant supporting material and evidence such as marketing materials, statistics or financial reports.
- All entries must include company logo in high resolution JPEG, PNG and EPS formats.
- A maximum of 4 high resolution images can be uploaded with your entry, where appropriate.
- All accompanying images, logos and appendices must be uploaded in the online entry using one zipped file which must contain all assets and information to be considered with the entry.
- To create a zipped file, please follow the instructions below:
  - For Microsoft Users – read details here.
  - For Mac users – read details here.
- Once your entry is completed, you will receive an email to confirm your submission. If you do not receive this, please contact us on 0131 337 6232.
- The closing date for business awards is Wednesday 2nd May 2019. No late submissions will be accepted.

TERMS & CONDITIONS:

- The Scottish Whisky Awards is open to blenders, distillers and bottlers operating in Scotland.
- Entered samples must conform to the Scottish Whisky Association guidelines and the legal definition of each category.
- Entries will not be considered without registration fees received. Registration fees will not be refunded in any circumstances.
- The judges and KDMedia Ltd reserve the right to move entries into other categories, to remove categories or create new awards.
- The judges' decisions are final and no correspondence will be entered into.
- By entering the Scottish Whisky Awards you give permission for the images included in your submission to be used at the awards ceremony and in the awards marketing materials.
- The information contained in each entry is kept strictly private and confidential unless the release of any content in the entry is approved by the entering company in advance.
- The Scottish Whisky Awards is a registered trademark of KDMedia Ltd registered in Scotland SC244168
- Late submissions will not be considered.
- All queries should be directed to KDMedia on 0131 337 6232 or by email to whiskyawards@kdmedia.co.uk

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2019

@whisky_awards

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