



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.

JUDGING PANEL



Alan Wolstenholme
Chair of the Judging Panel



Mike Aikman
Taste Judge



Jon Beach
Taste Judge



Davin de Kergommeaux
Taste Judge



Greg Dillon
Taste Judge



Gordon Galloway
Business Judge



Anne-Sophie Bigot
Taste Judge



Blair Bowman
Taste Judge



Kevin Boyd
Business Judge



Dave Broom
Taste Judge



Jan Groth
Taste Judge



Justine Hazlehurst
Taste Judge



Kyle Jamieson
Taste Judge



David Johnston
Business Judge



Ryan Chetiyawardana
Taste Judge



Colin Church
Business Judge



Marc Crothall
Business Judge



Stephen Johnstone
Taste Judge



Eric Kozlik
Taste Judge



Darren Leitch
Taste Judge

JUDGING PANEL



Steven Lin
Taste Judge



Mike Lord
Taste Judge



Viktorija Macdonald
Business Judge



Sean Murphy
Taste Judge



Frank Murphy
Taste Judge



Hans & Becky Offringa
Taste Judges



Charles MacLean
Taste Judge



Michael MacLean
Taste Judge



Angus MacRaidl
Taste Judge



Matthew McFadyen
Taste Judge



James Porteous
Taste Judge



John Ramsay
Taste Judge



James Robertson
Taste & Business Judge



Ingvar Ronde
Taste Judge



Ian McKerrow
Business Judge



Annabel Meikle
Taste & Business Judge



David Moore
Business Judge



Bernhard Schäfer
Taste Judge



Karen Somerville
Business Judge



Tristan Stephenson
Taste Judge

JUDGING PANEL



Keir Sword
Business Judge



Ken Symon
Business Judge



Karen Walker
Business Judge



Ged Welch
Business Judge



Lesley Welsh
Business Judge



Dr Christopher White
Taste Judge



Alf Young
Business Judge



SCOTTISH
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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
- Excellence in Branding
- 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



Excellence in Branding

This category will recognise the creation of an effective brand with a creative edge in an increasingly competitive market place. The judging panel will be looking for a creative and innovative brand identity.

Entrants should demonstrate how the brand philosophy has been conceived and is implemented throughout the business including in the product creation, packaging, staff training and marketing and communications strategies.

Entries Should include:

- A description of the foundations of the brand including its vision, mission and core values
- A description of the approach to the creation of the brand and in bringing it to life
- An overview of the approach to packaging and how it plays into the brand identity
- An outline of the brand communication plan and how it contributes to the sales success of the brand



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

BUSINESS CATEGORIES



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



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 70cl bottle for sampling

TASTE CATEGORIES



SINGLE MALT CATEGORIES

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



BLENDED MALT CATEGORIES

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



BLENDED CATEGORIES

- Up to 12 Years*
- 13-25 Years
- 26 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

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.

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 70cl or 3 x 50cl 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.
- If you have a high value whisky for the panel to consider please contact the awards team at KDMedia on **0131 337 6232** or by emailing pippa@kdmedia.co.uk

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 Thursday 9th 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

OUR SPONSORS



Bairds Malt are Scotland's oldest maltster with a heritage dating back to 1823. Having started out with a floor Maltings in Glasgow we now find ourselves on the Eastern Seaboard, situated in the best of the barley growing regions in the UK.

We have just announced plans to further expand our Malting capacity in Scotland to help bring as many Scottish distillers malt that is Sown, Grown and Malted in Scotland.

Along with our in house grain merchants, Scotgrain, we go to great lengths to support growers local to our Maltings, some of whom have been delivering barley to us for multiple generations.

With increasing interest from consumers in product provenance, our expansion plans mark a further commitment to the whisky industry to provide our customers with malt that is sown and grown on their doorstep.

Approaching nearly 200 years as maltsters, Scotland represents our spiritual home, from the Lothians to the Highlands.

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With over forty years delivering solutions for businesses, Barr Printers are delighted to support the 2018 Scottish Beer Awards.

Contact: kennymilne@barrprinters.co.uk



Bruce Stevenson is Scotland's largest independent Insurance Broker, trading from offices in Glasgow, Edinburgh, Galashiels, Turriff and London. As an independent broker, we are an innovative and dynamic organisation, who are committed to providing the best possible advice and support to protect what's important to our clients.

As well as providing general Corporate and Commercial insurance we have developed specialist knowledge and understanding of the unique risks relating to Distilleries, Whisky Brokers and Private Whisky collections.

We work closely with a select panel of Insurers' and Loss Adjusters' experienced with managing the complex claims and industry specific challenges such as relocating stock to another bonded warehouse to avoid premature payment of duty, warehousing arrangements to remain in Scotland to satisfy the trade description 'Scotch' and an understanding of the age profile of stock to quantify the loss of matured value.

For further information please contact graeme.
dempster@brucestevenson.co.uk

大成 DENTONS

Dentons is the world's largest law firm, delivering quality and value to clients around the globe. Dentons is a leader on the Acritas Global Elite Brand Index, a BTI Client Service 30 Award winner and recognized by prominent business and legal publications for its innovations in client service, including founding Nextlaw Labs and the Nextlaw Global Referral Network. Dentons' polycentric approach and world-class talent challenge the status quo to advance client interests in the communities in which we live and work. From supporting some of Scotland's biggest distillers through transformational change, to advising new distilleries on the legal requirements to get them up and running, Dentons has a wealth of experience in this industry. www.dentons.com.

OUR SPONSORS



Employing over 150 people and operating across five facilities totalling 180,000 square feet in Central Scotland, McLaren Packaging is a family run company supplying small, independent operators through to large multi-national organisations.

We specialise in the design and manufacture of premium, paper based packaging, to the spirits industry. Applying over 40 years' expertise across a wide range of paper substrates to meet customer requirements, delivering added value for their brands and products.

From high-quality flexographic printing to award-winning shaped composite tubes and rigid boxes, we lead on innovation, quality and service.



We are passionate and committed to creating spaces that connect people in simple, intuitive ways. We use our creative approach to deliver pragmatic, effective and commercially-astute buildings, transforming places to make them better to live, work and play in.

As multi-award-winning architects & interior designers we take pride in the spaces we design to make them really work. We care about delivering a high-quality service on time and on budget, which means you can get on with enjoying a building that delivers what you need.



Orb Group is a creatively-led design & manufacturing company with offices in Glasgow and London. We specialise in the creation of Unique, aesthetic POS display & Creative branded merchandise for the drinks sector.

No matter what the size of the project, excellent craftsmanship, high-quality design, and attention to detail are essential in all of the work that we do.

Our multi-disciplinary team of designers and marketers are dedicated to building profitable brands and enduring client relationships.

Our mission is to develop the most engaging point of sale that will WOW your target market and ultimately maintain the loyalty of your customers.

We offer the following disciplines:

- Packaging Design & Manufacture
- POS design & Manufacture
- Window Displays
- Travel Retail Furniture
- Free Standing Displays
- Branded Merchandise



Founded in 1774, Rankin is the UK's local supplier of quality closures for the Beers, Wines, Spirits and Foods packaging industries.

Through the design and performance of our products, we help premiumise aspiring brands and add value to local tastes & flavours.

Our offer extends from natural cork, to micro agglomerate, synthetic or Nature, to T Top Stoppers, wire hoods, screw caps, crown caps, cask bungs, keg caps, capsules in Tin, Poly laminate, PVC & PET and to heatshrink tamper evident sleeves.

Rankin is the custodian of 4,500 acres of cork forestry in Portugal; managing cork supply from 'acorn to bottle'.

We are delighted to support the Scottish Whisky Awards and we look forward to playing our part in the ongoing development and success of our 'local' spirits industry.

OUR SPONSORS



Shawbrook Bank serves the UK SME market by providing specialist funding for a breadth of needs including structured solutions for event-driven requirements (e.g. change of ownership); commercial property acquisition or development; wholesale funding; working capital; and asset acquisition.

Working with clients, their advisers and sponsors, Shawbrook can deliver the support that matters: sector specialists who can speak the language of your industry; regional business centres and teams with a deep knowledge of the local markets they serve; and a human approach to decision making, which doesn't rely solely on anonymous scorecards and automated systems.

With a product portfolio that's consistently evolving to meet a growing range of needs within the mid-market, get in touch to find out what Shawbrook Bank could do to support your funding requirements. If you're looking to work with specialists who understand every business has its own unique story, we're pretty sure they can help.

Wolffe

BRAND & COMMUNICATION DESIGN

Wolffe is a boutique brand design and innovation agency that was founded by Andrew Wolffe in 1998.

We help create vivid, memorable brand personalities by way of visual identity and style, and distinctive tone of voice. But we go further; by way of immersive, exploratory innovation workshops and dynamic tools, we help create new brand offerings, whether they be initiatives, exhibits, products, services or portfolios. We deliver: strategy services; brand design and creative services; and innovation and product design.

All our clients benefit from our unstinting desire to do better; our tried and tested innovation techniques, and our well informed brand thinking, our intelligent creative solutions and strong service ethic.

We are a sophisticated consultancy dedicated to maximising a brand's potential. We're pioneering in our 360 degree approach. We sail, silver shining, in an azure blue ocean. Come on board and transform your brand.

The sky's the limit.

Get in touch to find out how we can help your business flourish www.wolffedesign.com



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