

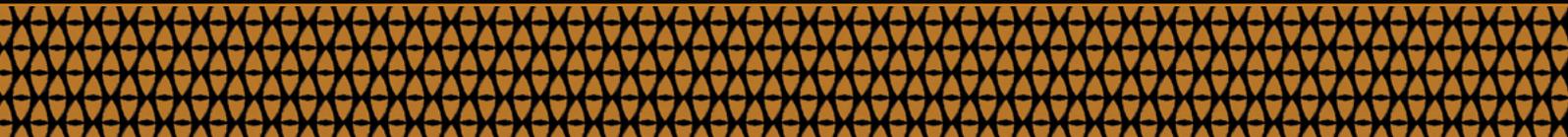


SCOTTISH  
**WHISKY**  
**AWARDS**<sup>®</sup>  
2020

**ENTRY GUIDE**

DEADLINE FOR ENTRY: FRIDAY 10<sup>TH</sup> JULY 2020

*[www.scottishwhiskyawards.org.uk](http://www.scottishwhiskyawards.org.uk)*



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## ABOUT THE SCOTTISH WHISKY AWARDS

*The Scottish Whisky Awards is the national celebration for the business of Scotch Whisky. Distilleries and companies are invited to compete in the independent competition which recognises and rewards people and teams working hard to deliver Scotland's greatest global product.*

The competition combines written submissions in 9 business categories and a blind tasting competition.

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, sustainability and innovative business practices.

In the wide-ranging blind tasting competition, Gold, Silver and Bronze Awards will be presented to products achieving the highest marks from an 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, the Scottish Whisky Awards showcases the best of the Scotch whisky industry across the UK and worldwide.

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## KEY DATES

**Friday 10<sup>th</sup> July 2020**

Deadline for Written Entries

**Monday 20<sup>th</sup>, Tuesday 21<sup>st</sup> & Wednesday 22<sup>nd</sup> July 2020**

Product Delivery dates for Taste Entries

**Thursday 3<sup>rd</sup> September 2020**

Awards Dinner & Celebration at the DoubleTree by Hilton Hotel, Glasgow

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## OUR CHARITY PARTNER



The Scottish Whisky Awards supports The BEN, the Benevolent Society of the Licensed Trade of Scotland. The BEN supports people of all ages who have worked in the licensed trade for at least three years full-time with beneficiaries receiving annual financial assistance as well as discretionary grants for emergency situations.

As well as financial support, the charity also operates the picturesque BEN Pitlochry Estate on the banks of the River Tay, consisting of 18 bungalows which are rented at subsidised rates for eligible residents.

[www.bensoc.org.uk](http://www.bensoc.org.uk) Charity Number: SC005604

## TASTE CATEGORIES

In order to qualify for entry into the taste categories, at least one written business entry must also be submitted.

Entries are invited in the 4 categories below.



SINGLE MALT



BLENDED MALT



BLENDS



SINGLE CASK  
& SPECIALITY

Each category will be split into sub-categories by age range which will be determined based on the products entered into the competition.

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



## 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 2019/20.

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

**Criteria:**

- Describe the key milestones of the distillery in the last 12 months
  - Give information on distribution deals, export and overall sales success in the last 12 months
  - Describe your approach to staff development and training
  - Describe your approach to product quality
  - Describe any initiatives undertaken within the business in the last 12 months. For example in the community, environmental practices or collaborative partnerships
  - Please provide an overview of financial results from the last 12 months
- 

### The Dr Jim Swan Award for Services to Scotch Whisky

This award seeks to recognise the dedication of the industry's unsung heroes who have provided outstanding services to Scotch whisky throughout their career.

The award will be presented at the discretion of the judging panel and is not open for entry, however suggestions can be made to the panel via email to [pippa@kdmedia.co.uk](mailto:pippa@kdmedia.co.uk)

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### Newcomer of the Year

For companies launching their first release of scotch, this award will recognise a team for their work in bringing their first scotch to the market. Entries are open to businesses which launched their first release between May 2018 and April 2020.

**Criteria:**

- Please provide an overview of the business and its key activities
  - Who makes up the team and what are their key responsibilities in relation to the product?
  - Describe your sales and marketing strategy relating to the launch of the product
  - Provide evidence of sales success since launching the product and the impact on the business overall
  - Please provide a 70cl bottle of the product, for assessment by the judges
- 

### Independent Bottler of the Year

This award will recognise the importance of the role that independent bottlers play in the Scotch whisky industry.

The judges will be looking for details of the bottler's portfolio of Scotch, consumer engagement and education through promotion and events and overall business success.

**Criteria:**

- Provide an overview of the business and its key activity in the last 12 months
- What have been the key achievements of the business in the last 12 months?
- Describe the company's Scotch portfolio
- As a business, what activity has been carried out to engage and educate the consumer?
- Give evidence of sales success in the last 12 months

## BUSINESS CATEGORIES

### 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.

**Criteria:**

- Provide an overview of the product
  - Describe the launch strategy for the product
  - Describe the sales and marketing activity carried out in relation to the product launch
  - Describe what was achieved in relation to the launch strategy and outline the KPI's
  - Please provide an overview of the sales success of the product since its launch
- 

### 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.

**Criteria:**

- Describe the brand experience and what it offers
  - Describe the concept of the experience, details of its design and how it is delivered
  - What marketing, PR and sales activity has been carried out to promote the brand experience to the consumer?
  - Please provide details of the success of the brand activity and its impact on overall sales
  - How has the experience impacted on overall business success?
- 

### Excellence in Branding

This category will recognise the creation of an effective brand with a creative edge in an increasingly competitive marketplace. 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.

**Criteria:**

- Describe the foundations of the brand including its vision, mission and core values
  - Outline the details of the approach taken to creating the brand and how it was brought to life
  - Describe the approach to packaging and how it reflects the overall brand identity
  - Describe the brand communication plan and how you are telling your brand story to the consumer
- 

### Excellence in Sustainability

This award will recognise a distillery or company's efforts to promote sustainable business practices.

**Criteria:**

- Describe the sustainable business practices carried out by the company in the last 12 months
- Give information on efficiencies gained in areas such as raw materials, ingredients, distillation techniques, sales and distribution processes and the use of renewable energy
- Provide details of the positive impact on local communities including job creation, community engagement and the enhancement and/or protection of the local landscape
- Please provide details of financial and general business success
- Outline how this company or distillery might meet the long-term needs of future generations

## BUSINESS CATEGORIES

### Community Contribution

This award will recognise investment in local economies through long term employment, significant contribution to a local community or impactful charitable work. This award is open to distilleries or companies operating a number of distilleries.

**Criteria:**

- Provide an overview of the business and details of its community contribution in the last 12 months
  - Describe the outcomes achieved and evidence of the positive impact created
  - Provide information and evidence of a proactive approach to working with partners or clients to achieve results
  - Outline evidence from partners in the community which have benefitted from the contribution of the company
- 

### 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.

**Criteria:**

- Please describe the visitor experience offered
- What have been your key business highlights in the last 12 months?
- Provide details of your sales and marketing activity in relation to the experience
- Give details of any partnerships, events or educational initiatives carried out in the last 12 months
- Please provide details of visitor numbers and revenues generated in the last 12 months
- Please include examples of publicity, reviews and customer testimonials received in the last 12 month

# JUDGES



**Mike Aikman**  
Taste Judge



**Jon Beach**  
Taste Judge



**Blair Bowman**  
Taste Judge



**Ryan Chetiyawardana**  
Taste Judge



**Colin Church**  
Business Judge



**Marc Crothall**  
Business Judge



**Graeme Dempster**  
Business Judge



**Rosemary Gallagher**  
Business Judge



**Gordon Galloway**  
Business Judge



**Jan Groth**  
Taste Judge



**Justine Hazlehurst**  
Taste Judge



**Kyle Jamieson**  
Taste Judge



**David Johnston**  
Business Judge



**Darren Leitch**  
Taste Judge



**Steven Lin**  
Taste Judge



**Mike Lord**  
Taste Judge



**Viktorija Macdonald**  
Business Judge



**Charles MacLean**  
Taste Judge



**Michael MacLean**  
Taste Judge



**Angus MacRaidl**  
Taste Judge



**Stuart McCluskey**  
Taste Judge



**Matthew McFadyen**  
Taste Judge



**Ian McKerrow**  
Business Judge



**Annabel Meikle**  
Business Judge

## JUDGES



**David Moore**  
Business Judge



**Arthur Motley**  
Taste Judge



**Frank Murphy**  
Taste Judge



**Sean Murphy**  
Taste Judge



**Hans & Becky Offringa**  
Taste Judges



**James Porteous**  
Taste Judge



**James Robertson**  
Taste & Business Judge



**Bernhard Schäfer**  
Taste Judge



**Karen Somerville**  
Business Judge



**Tristan Stephenson**  
Taste Judge



**Keir Sword**  
Taste & Business Judge



**Karen Walker**  
Business Judge



**Ged Welch**  
Business Judge



**Lesley Welsh**  
Business Judge



**Dr Christopher White**  
Taste Judge



**Alan Wolstenholme**  
Chair of the Judging Panel

## HOW TO ENTER

Please visit: [www.scottishwhiskyawards.org.uk](http://www.scottishwhiskyawards.org.uk)

### BEFORE ENTERING

- All entrants must register as a user at [www.scottishwhiskyawards.org.uk](http://www.scottishwhiskyawards.org.uk)
- All entries are completed and submitted online using the online entry form.
- A one-off non-refundable 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 at least one business category to qualify for the taste competition.
- Please read our terms and conditions of entry.

### 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. Please attach to the entry as indicated.
- A maximum of 4 high resolution images can be uploaded with your entry, where appropriate.
- All taste entries must include a clear pack shot image of the product with a white or transparent background
- All accompanying images and appendices must be provided using a Dropbox link which must contain all assets and information to be considered with the entry. Please enter the link in the relevant section of the entry form.
- To create a Dropbox Account, please follow the instructions [here](#).
- The closing date for business awards is Friday 10<sup>th</sup> July 2020. No late submissions will be accepted.

### PRODUCT DELIVERY

Please deliver 2 x 70cl or 3 x 50cl bottles of each entered whisky to the Edinburgh Corn Exchange on Monday 20<sup>th</sup>, Tuesday 21<sup>st</sup> or Wednesday 22<sup>nd</sup> July 2020, during the hours of 9.00am and 5.00pm. An event manager will meet you and confirm receipt.

### TERMS & CONDITIONS

- The Scottish Whisky Awards is open to blenders, distillers and bottlers producing Scotch whisky for commercial sale.
- Entered samples must conform to the Scottish Whisky Association guidelines and the legal definition of each category.
- Following submission, registration fees will not be refunded.
- 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 any 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.
- Late written submissions will not be considered.
- All products registered in the competition by deadline must be delivered on time and during the delivery dates announced.
- Any registered product arriving late will be subject to an administration fee of £50 per product.
- Any product which is delivered and not registered in advance by the deadline will be subject to an administration fee of £50 per product.
- The operations team reserve the right to refuse late product entries if the volume received disrupts the judging process.
- Products will not be returned following delivery.
- Following the completion of judging, any surplus unopened product will be retained and donated to charity.

All queries should be directed to KDMedia on [0131 337 6232](tel:01313376232) or by email to [kirsten@kdmedia.co.uk](mailto:kirsten@kdmedia.co.uk)

The Scottish Whisky Awards is a registered trademark of KDMedia Ltd registered in Scotland SC244168

## SPONSORS



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

In 2019, we achieved the highest Investor in Customer score of any assessed organisation in Scotland (9.04 out of 10) and a Net Promoter Score (NPS) of 82.

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

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

Our approach is to provide you with a complimentary review, specific to your needs. We then examine the adequacy of your existing insurance protection and make detailed recommendations.

For further information please contact [graeme.dempster@brucestevenson.co.uk](mailto:graeme.dempster@brucestevenson.co.uk)



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.

Plans to further expand our Malting capacity in Scotland are underway which will help support Distillers who are looking for quality malt with a particular provenance 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 inaugural Scottish Whisky Awards.

Contact: [kennymilne@barrprinters.co.uk](mailto:kennymilne@barrprinters.co.uk)

## SPONSORS



Bruni Erben is a leading supplier of glass, closures & machinery for the spirits, food, pharmaceutical and home fragrance markets. Founded in 1951, the company has developed & diversified and today offers an extensive catalogue of stock items, a design team which delivers world-class results on bespoke products, and industry leading technical support.



Close Brothers Brewery Rentals are experienced and respected industry specialists offering tailored solutions for kegs, casks and drinks equipment to brewers, cider makers and distillers. Our flagship offering is keg and cask rental and we operate a fleet of over two million containers across the UK, Ireland and Germany.

Established in 2007, CBBR provides a wide range of services in addition to container rental including fee per fill containers – ECasks & EKegs, repair and refurbishment and equipment finance. By using RFID (Radio-frequency identification) tags on our containers we can considerably reduce handling times and provide clarity on stock position.

Close Brothers Brewery Rentals also provides financial solutions for equipment used within the drinks industry in the UK. We are familiar with the equipment commonly used and have good relationships with many of the main suppliers. In addition to production equipment for both breweries and distilleries, we are also now able to offer funding for wooden spirit casks.



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](http://www.dentons.com)



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.



Here at Muntons we have a rich history of the supply of malt to the Scottish whisky industry. Our Flamborough malting in Bridlington, Yorkshire, located in the heart of one of the finest malting barley regions in the country, was built in the mid-sixties with this purpose specifically in mind.

As we fast approach our Centenary, the construction of our new Peating plant, which will be fully operational later this year, will add a range of peated malts to our portfolio of distilling malts. Testament to our on-going programme of development and highlighting our commitment to the distilling industry.

## SPONSORS



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.



Sanderson  
Weatherall

Sanderson Weatherall provide specialist advice and support to Asset Based Lenders across the UK and Ireland; supporting both domestic UK and cross border European transactions.

The whisky sector is positioned well to take advantage of Asset Based Lending. A growing number of distillery companies have successfully raised funds against casked new make spirit and mature whisky inventory to support cashflow, investment, help fund growth by acquisition, by buying parcels of casks, funding capital expenditure and enhancing brand perception.

At Sanderson Weatherall, we have a deep understanding of the whisky sector and have valued almost £1bn of whisky inventory in recent years; advising distilleries, lenders, advisors and investors to help them achieve their goals in Scotland, Ireland, England and Australia.

With UK wide coverage from nine offices and professionals across all asset classes, Sanderson Weatherall can help distilleries, lenders and investors maximise the funding potential from the unique assets.



Saverglass is the world specialist in manufacturing, customizing and decorating high-end glass bottles.

Saverglass provides for the premium and super-premium spirits, fine wine, champagne and sparkling wines. Recognized for its innovation, its glass-making expertise and the quality of its products and designs, Saverglass is the partner of choice for both brand creators and the largest wine and spirits groups worldwide.

For several decades, Saverglass has distinguished itself by offering modern, versatile and original designs, which have helped make the company's identity and reputation what they are. Saverglass strives to forge new creative paths and seek out added value. How? By maximizing the company's blend of glassmaking and decoration expertise, the variety and breadth of its product ranges, the wide choice of innovative solutions, and its role as a consultant and guide throughout the project development phase, to demonstrate its originality and stand out as a value creator.

## SPONSORS



Scott Pallets is a family-owned business with a unique 30 years relationship with Scotland's whisky industry. A pallet solutions provider delivering customer value through a range of sustainable products and services; manufacture of specialist, industry-specific, new pallets, the supply of reconditioned standard and licensed EURO pallets, pallet repair, design and technical support services.

Scott Pallets' unrivalled knowledge and understanding of the particular requirements of the Scottish whisky industry and secure, sustainable timber supply chain make us the first choice partner for all things timber pallet related, whether to the largest or smallest of our Scottish distilleries.

Across every stage of the whisky supply chain, from the maturation warehouse to global distribution, Scott Pallets offers an environmentally sound, quality pallet solution.



For over 125 years Winter & Company have supplied cover materials that set standards in creativity, appearance and quality. Their vast range of materials include: paper, coated paper, cloth, leather, and products for display which are suitable for the luxury packaging, publishing, display, and print sectors. Winter & Company strive to innovate for their customer's optimal productivity, ensuring that their responsibility socially and environmentally is taken into high consideration during development of all products.



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](http://www.wolffedesign.com)