



SCOTTISH
WHISKY
AWARDS®
2024

ENTRY GUIDE

DEADLINE FOR WRITTEN ENTRIES TUESDAY 23RD JULY 2024

THURSDAY 28TH NOVEMBER 2024

Awards dinner and celebration at the DoubleTree Hilton, Glasgow

scottishwhiskyawards.org.uk/swa

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WELCOME

The Scottish Whisky Awards is the national celebration for the business of Scotch Whisky.

Distilleries and companies are invited to take part in the independent competition which recognises and rewards people and teams working hard to deliver Scotland's greatest global product.

The competition combines a wide-ranging blind tasting event assessed by our highly experienced international judging panel. All products are ranked according to their average mark across the board with the top three products in all categories assigned Gold, Silver or Bronze medal status.

The popular business competition highlights the world leading and innovative performance of Scotland's whisky producers in a range of categories covering marketing, tourism, sustainability, and innovative business practices.

Created and operated by KDMedia, the Scottish Whisky Awards showcases the best of the Scotch whisky industry across the UK and worldwide.



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KEY DATES

TUESDAY 23RD JULY 2024

Deadline for Written Entries

FRIDAY 16TH AND MONDAY 19TH AUGUST 2024

Product delivery dates for Taste Entries

THURSDAY 28TH NOVEMBER 2024

Awards dinner and celebration event at the DoubleTree Hilton, Glasgow

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.

In 2022 the BEN introduced a cost of living grant for those working within the trade who were finding difficulties with the increased prices for food and fuel. If you work or have worked in the trade and need financial help contact the BEN.

www.bensoc.org.uk

Charity Number: SC005604

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TASTE CATEGORIES

Entries are invited into the following 12 taste styles which are split by age range specific categories when assessed.



BLENDED SCOTCH



BLENDED MALT SCOTCH



SINGLE MALT NAS SCOTCH

No aged statement unpeated
No aged statement peated



SINGLE CASK SCOTCH



SINGLE MALT SCOTCH



**SINGLE GRAIN & BLENDED
GRAIN SCOTCH**

12 and Under
13 and Over

12 and Under
Aged 13-16
Aged 17-20
21 and over

Grain, Single Grain,
Speciality Cask or other
Innovative Expressions



Judges reserve the right to move entries into other categories

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BUSINESS CATEGORIES

SCOTTISH WHISKY DISTILLERY OF THE YEAR



THE DR JIM SWAN AWARD FOR SERVICES TO SCOTCH WHISKY



NEWCOMER OF THE YEAR



INDEPENDENT BOTTLER OF THE YEAR



PRODUCT LAUNCH OF THE YEAR



TOURISM DESTINATION OF THE YEAR



EXCELLENCE IN BRANDING



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SCOTTISH WHISKY DISTILLERY OF THE YEAR

The ultimate award in the competition, this award will be presented to a distillery demonstrating a landmark year of business in 2023/24.

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

Entry Criteria:

- Describe the key milestones of the distillery in the last 12 months
 - Describe the sustainable business practices carried out by the distillery in the last 12 months, the impact these have had and how you promote a sustainable culture.
 - 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 kirsten@kdmedia.co.uk

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NEWCOMER OF THE YEAR

This award will recognise a team for their work in bringing a new Scotch to the market. This can be a distillery launching their first release Scotch or an independent bottler with a new brand. Entries are open to businesses registered in the last 3 years which launched their first release/ new brand between January 2023 and July 2024.

Entry 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 and how this was executed by the team.
- Please provide a 70cl bottle of the product, for assessment by the judges. This should be delivered to the Edinburgh O2 Academy on Friday 16th or Monday 19th August between 9am - 4pm and labelled 'Newcomer of the Year'

INDEPENDENT BOTTLER OF THE YEAR

This award will recognise the importance of independent bottlers in the success of 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.

Entry 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
- Give evidence of sales success in the last 12 months

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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 several measures. Successful use of marketing, PR, branding and consumer experience in any retail market, live or online, will be considered.

Entry 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
 - Please provide a 70cl bottle of the product, for assessment by the judges, this should be delivered to the Edinburgh O2 Academy on Friday 16th or Monday 19th August between 9am and 4pm and labelled 'Product Launch of the Year'
-

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TOURISM DESTINATION OF THE YEAR

This award will recognise services to tourist visitors at a destination focused on the production or celebration of Scotch Whisky. With a short season due to the pandemic, entries should where possible reveal activities during any open periods while also focusing on any digital experiences created during closure.

Entry 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 any visitor numbers, engagement numbers and revenues generated in the last 12 months
 - Please include examples of publicity, reviews and customer testimonials received in the last 12 months
-

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.

Entry 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
- Please include examples of publicity, reviews and customer testimonials received in the last 12 months

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JUDGES

The Scottish Whisky Awards judging panel is an independently appointed panel. The panel consists of industry experts from the whisky sector who bring together experience, market knowledge and distilling expertise.

Please view the judging panel [here](#)



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HOW TO ENTER

Please visit: <https://www.scottishwhiskyawards.org.uk/swa>

Before Entering:

- 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 non-refundable registration fee of £81 will be charged per whisky distillery, blender or independent bottler and this allows you to enter one whisky into the taste competition and as many business categories as you wish. Additional whiskies entered will be charged at £10 per product.
- A separate form will be required for each 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 entries is Tuesday 23rd July 2024.

Product Delivery

Taste Categories: Please deliver 2 x 70cl or 3 x 50cl bottles of each entered whisky to the O2 Academy Edinburgh between Friday 16th or Monday 19th August 2024, during the hours of 9.00am and 4.00pm. An event manager will meet you and confirm receipt.

Business Categories - Newcomer of The Year & Product Launch of the Year:

Please deliver 1 x 70cl bottle of each entered whisky to the O2 Academy Edinburgh between Friday 16th or Monday 19th August 2024, during the hours of 9.00am and 4.00pm. Please let it be known and label the bottle with the business category it is being entered into.

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TERMS AND 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 without registration fees paid will not be accepted without a late registration fee of £125.
- 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 sold or donated with all proceeds going to charity.

All queries should be directed to KDMedia by email to info@kdmedia.co.uk. The Scottish Whisky Awards is a registered trademark of KDMedia Ltd registered in Scotland SC244168



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2024

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