



# International Spirits Challenge 2011

Rewarding quality, celebrating excellence

## Whiskies of the World

DEADLINE FOR ENTRIES: **28th April**

### ENTRY FORM How to enter

1. Please fill in one entry form for each product entered using one as a master which includes payment details.
2. Tick the categories you wish to enter.
3. Please nominate your favourite retailers (there is no charge to nominate).
4. Complete the method of payment form (see overleaf for entry fees).
5. Photocopy the completed entry form(s) for your records and return by fax, email or post with payment to: **International Spirits Challenge 2011, Agile Media, Zurich House, East Park, Crawley, West Sussex, RH10 6AS UK. Fax: +44 (0)1293 474010 email: isc@agilemedia.co.uk**  
**Entry forms must be received by 28 April 2011**
6. Please email a high resolution image (at least 300d.p.i. max 5MB) to [isc@agilemedia.co.uk](mailto:isc@agilemedia.co.uk)
7. Send TWO sample bottles for each brand entered. If also entering the Design & Packaging category, please send in a THIRD bottle.



All bottles should be delivered with UK duties and taxes paid and UK stamps applied to: **International Spirits Challenge, c/o Flightstore, Unit 27-29 Cobham Way, (Gatwick International Distribution Centre), Gatwick Road, Crawley, RH10 9RX, UK. Tel: +44 (0)1293 534271**

**All bottles must be delivered by 10 May 2011**

8. Please refer to the Entry Information brochure for details regarding duty and shipping methods or see [www.internationalspiritschallenge.com](http://www.internationalspiritschallenge.com)
9. Please ensure all deliveries are clearly labelled with the name of the submitter and 'International Spirits Challenge 2011'.
10. Please note bottles submitted will not be returned.

### Entry Details

Name of company entering the brand:

Address:

Country:

Contact name:

Job title:

Tel:

Email:

**Brand name:**

**Brand owner:**

**Drinks**  
**INTERNATIONAL**

Multiple discounts for entries made online at  
[www.internationalspiritschallenge.com](http://www.internationalspiritschallenge.com)

Entry  of  brands entered**TASTING Awards** Please tick the relevant category you wish to enter:

Bourbon/Tennessee <input type="checkbox"/>	Canadian/American blends <input type="checkbox"/>	Rye <input type="checkbox"/>
Small Batch Bourbon <input type="checkbox"/>	Small Batch Whiskey <input type="checkbox"/>	Indian Whisky <input type="checkbox"/>
Irish Blends – Standard <input type="checkbox"/>	Irish Blends – Premium <input type="checkbox"/>	Irish Blends – Super Premium <input type="checkbox"/>
Irish Blends – Deluxe <input type="checkbox"/>	Irish Single Malts/Pot Stills <input type="checkbox"/>	Japanese Blends – Standard, 11 years old and under <input type="checkbox"/>
Japanese Blends – Premium, between 12 and 20 years old <input type="checkbox"/>	Japanese Blends – Super Premium, 21 years old and over <input type="checkbox"/>	Japanese Blends – Deluxe <input type="checkbox"/>
Japanese Malts, between 13 and 20 years old <input type="checkbox"/>	Whiskies from other Countries <input type="checkbox"/>	

Distillers name:

Distillers Tel:

Country of origin: Alcoholic strength: Bottle size:

Retail price: £ Sterling € Euros \$US Dollars Other **Please select at least one price**Is this brand distributed in the UK? Yes  No Please select which markets your product is available in: On-trade  Off-trade Domestic Duty free Please select which regions your product is available in: Europe  North America  South America Asia Australasia Africa 

Please specify what market your product is aimed at

Was this product launched in the last 12 months? Yes  No **DESIGN & PACKAGING Awards**Do you wish to enter this product into the Design & Packaging Awards? Yes  No 

These awards will recognise established products and those that have launched or repackaged within the last 12 months. All entries (either individual products or a range) will be judged within their relevant category: new, established or repackaged

The cost of entry is £160 per brand or £320 per range. Multiple discounts apply to individual products in these categories only for entries made online.

See [www.internationalspiritschallenge.com](http://www.internationalspiritschallenge.com). A range is at least two bottles and no maximum number is applied. Do you wish to enter:An individual product  A product range Is your product/range: Established  New  Repackaged 

Please provide a short statement (50 words max) about your design brief including who the product is targeted at, continuing on a separate sheet if necessary.

In addition you may enter your product/s into the following special awards at a cost of £80 per category. Please tick the relevant category from the list below.

Most innovative pack format  Most innovative graphic design  Best design & packaging for the on trade  Best design & packaging for travel retail 

You may supply extra words here:

Please give the name of the relevant design/and or packaging agency:

**RETAILER Awards**

Please nominate your favourite UK and international spirits retail outlets. There is no charge to nominate. Please continue on a separate sheet if necessary.

**UK Multiple Spirits Retailer:****UK Independent Spirits Retailer:****International Multiple Spirits Retailer**  
(domestic or travel retail):**PAYMENT DETAILS** - You only need to complete this section once per company

1. Cost per entry is £160 + VAT per brand entered. **Multiple discounts apply to online entries only.**
2. Your entry fee does not include the costs or provision of Duty Stamps and the service for stamping. Please refer to our Entry Information for details.

2. Payment by cheque  Please make cheques payable to **Agile Media Ltd**3. Invoice me to the address overleaf 

Invoice contact name (if different to entry contact name)

Invoice address (if different to entry contact address)

Email: (please note invoices will be sent by email)

Please note that an admin fee of £20 will be applied to those requiring invoices whose orders have a total net value of less than £500. Invoice terms are strictly 15 days (or prior to judging if sooner). Please note that if payment (or proof of payment) is not received prior to judging day then products will be removed from the competition.

 Please note that all bottles that enter the UK should bear a UK duty stamp once they have passed a duty point (usually the point of entry into the country). Overseas producers please note that unstamped bottles MUST have stamps applied by your shipping agents or warehouse. Any costs associated with duty and tax payments are the responsibility of the entrant. It is illegal to deliver unstamped bottles to our warehouse and they will not be accepted by us.

Signature:

Print name:

Date:

**Data Protection** We will use this data for the purposes of administering your entry in the International Spirits Challenge 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, ISC sponsors or carefully selected third parties.

If you do not wish to be contacted by any of the following please tick the relevant box:

Drinks International	Mail <input type="checkbox"/>	Telephone <input type="checkbox"/>	Email <input type="checkbox"/>	Agile Media, Zurich House, East Park, Crawley, West Sussex, RH10 6AS UK.
Agile Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Registered in England no 6646125.
Third Parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VAT number: 938 4452 95