



# 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](mailto: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)  
**When sending your samples, please ensure that you tick the appropriate box on the carrier sheet ('dutiable shipments/customs clearance') that indicates all duty will be paid by you ('the shipper'). Please note failure to follow the correct UK duty procedures will result in your entry being withdrawn from the competition.**
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

☐

Small Batch Bourbon

☐

Irish Blends – Standard

☐

Irish Blends – Deluxe

☐

Japanese Blends – Premium, between 12 and 20 years old

☐

Japanese Malts, between 13 and 20 years old

Distillers name:

☐

Canadian/American blends

☐

Small Batch Whiskey

☐

Irish Blends – Premium

☐

Irish Single Malts/Pot Stills

☐

Japanese Blends – Super Premium, 21 years old and over

☐

Whiskies from other Countries

Distillers Tel:

☐

Rye

☐

Indian Whisky

☐

Irish Blends – Super Premium

☐

Japanese Blends – Standard, 11 years old and under

☐

Japanese Blends – Deluxe

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 ☐

The 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.

Categories	Quantity	Net price	VAT @ 20%	Amount
International Spirits Challenge				
Design & Packaging				
Design & Packaging Special Awards				

VAT number: \_\_\_\_\_

VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU.

Payment options

1. Payment by credit card ☐

Please charge £ \_\_\_\_\_ to my credit card (please include VAT amount, if applicable)

VISA ☐ Mastercard ☐ AMEX ☐

Card number:

Expiry date:  Security code:

Name on card: \_\_\_\_\_

Cardholders address: \_\_\_\_\_

Signature: \_\_\_\_\_

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

Agile Media

Third Parties

Mail

Telephone

Email

☐

☐

☐

Agile Media, Zurich House,  
East Park, Crawley, West Sussex,  
RH10 6AS UK.  
Registered in England no 6646125.  
VAT number: 938 4452 95

For enquiries contact us on +44 (0)1293 590044 or email [isc@agilemedia.co.uk](mailto:isc@agilemedia.co.uk) [www.internationalspiritschallenge.com](http://www.internationalspiritschallenge.com)