



THE
DRINKS
INTERNATIONAL
CHALLENGE
SERIES

ENTRY KIT 2016/2017

DEADLINES:

The Travel Retail Challenge: 8th July 2016

The Cocktail Challenge: 15th September 2016

The Pre-Mixed Drinks Challenge: 13th October 2016

The Distillery Experience Challenge: 13th October 2016

The Wine Tourism Challenge: 10th November 2016

The Wine Design Challenge: 8th December 2016

The Wine Marketing Challenge: 8th December 2016

HOW TO ENTER

1. Complete the entry form in capital letters in black ink using the appropriate accents where applicable. All details will be reproduced for results and certificates. Drinks International takes no responsibility for corrections of errors or illegible text made by the entrant.
2. Clearly indicate the name of the company entering, on behalf of the brand owner, agency or other associated company.
3. There is no limit to how many categories per challenge you enter. Please refer to the full list of categories names and numbers found on this form.
4. Write down the category number for each entry. Then write down the brand, campaign or cocktail name for each entry in the space provided. You may submit multiple entries on each form
5. Multiple entry discounts apply to individual challenges only.
6. Complete the method of payment on the form.
7. Please adhere to the entry deadlines stated in the entry brochure as well as online at www.drinksint.com/challengeseries. Late entries may not be accepted.
8. Submit your entries in any of the following ways:

Online: www.drinksint.com/challengeseries

Email: challengeseries@drinksint.com

Fax: +44 (0)1293 474010

Post: Drinks International Challenge Series,
Agile Media Ltd, Longley House, International
Drive, Southgate Avenue, Crawley, West Sussex
RH10 6AQ, UK.

HOW TO SUBMIT YOUR WRITTEN ENTRY

APPLIES TO:

- Travel Retail
- Distillery Experience
- Wine Tourism
- Wine Design
- Wine Marketing

9. Please follow the entry criteria per category. Judges will score each submission based on its criteria, so please ensure you address each element to increase your chances of winning.
10. Entries should be supported by a written submission of up to 1500 words which can be accompanied alongside any of the following supplementary materials; web links, press cuttings, photographs, campaign images, illustrations and marketing information. These must all be received by the stated deadline. Please note that all supplementary material will not be returned.
11. Any supporting images should be supplied in colour with both high resolution and low resolution jpg files. Please send up to 15 photographic images to support your entry. Any videos should be no longer than 3 minutes and be sent using a link. Please do not send bound documents.



ENTRY INFORMATION

HOW TO SUBMIT YOUR BOTTLE SAMPLES

APPLIES TO:

- Travel Retail
- Cocktail
- Pre-Mixed Drinks
- Wine Design

12. Please send two sample bottles for each product entered into the Cocktail and Pre-Mixed Challenges. Only one sample bottle is required for the Travel Retail and Wine Design Challenges. Please refer to the bottle delivery deadline online and in the entry brochure.

13. Samples should be sent to: Drinks International Challenge Series, Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ, UK.

14. Please ensure all deliveries are clearly labelled with the name of the submitter and 'Drinks International Challenge Series'. Please note bottles submitted will not be returned

15. Entrants are responsible for all charges relating to UK duties and taxes and this must be indicated on all shipping documents.

16. For further details on entry information, shipping and our terms and conditions visit www.drinksint.com/challengeseries

IMPORTANT NOTES

The Drinks International Challenge Series is organised by Agile Media Ltd, publisher of Drinks International under licence from William Reed Business Media Ltd. The company address is Agile Media Ltd, Longley House, International Drive, Southgate Avenue, Crawley, West Sussex RH10 6AQ, UK. Registered number 6646125. VAT number: 938 4452 95.

Please ensure you have the brand owners consent before entering any challenge.

Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid entry. Proof of posting is not proof of delivery.

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 submitted entries will be removed from the competition.

Each challenge will be judged by an expert and independent panel selected by the organiser. The judges may decline to award a medal for a certain category if they decide there are insufficient entries of a winning standard. The organisers reserve the right to alter the judging panel and categories without prior notice to entrants. In all respects, the judging decision is final.

A list of winners will appear in the Drinks International Magazine and on our website, www.drinksint.com throughout the year. Please refer to the important dates section online and in the entry brochure. Images may also be used. Participants consent to their names and photographs to be used in any competition publicity.

Winner, highly commended and commended medals and certificates will be awarded for our submission based challenges which are; Travel Retail, Distillery Experience, Wine Tourism, Wine Design and Wine Marketing.

Gold, silver and commended medals and certificates will be awarded in our blind tasting challenges which include the Cocktail and Pre-Mixed Drinks Challenges.

Winners may publicise their medal win provided the year in which it was won is stated. Those awarded are granted a non-exclusive, non-transferable license to use the Drinks International Challenge Series logo in connection with its own award for a period of 3 years from the date of issue.



ENTRY CATEGORIES AND CODES

CATEGORY NUMBER CATERGORY NAME

1.	The Travel Retail Challenge
1.1	Drinks Launch at TFWA Cannes
1.2	Luxury Drinks Launch of the Year
1.3	Travel Retail Exclusive of the Year
1.4	Drinks Launch of the Year
1.5	New Packaging of a Drinks Brand
1.6	Repackaging of a Drinks Brand
1.7	Presentation Box of the Year
1.8	Marketing Concept of the Year

2.	The Cocktail Challenge
2.1	Aperitif Cocktail - White Spirits
2.2	Aperitif Cocktail - Brown Spirits
2.3	Aperitif Cocktail - Liqueurs & Specialities
2.4	Long Drink Cocktail - White Spirits
2.5	Long Drink Cocktail - Brown Spirits
2.6	Long Drink Cocktail - Liqueurs & Specialities
2.7	After Dinner Cocktail - White Spirit
2.8	After Dinner Cocktail - Brown Spirits
2.9	After Dinner Cocktail - Liqueurs & Specialities

3.	The Distillery Experience Challenge
3.1	Best Visitor Centre & Distillery Tour
3.2	Best Educational Experience
3.3	Best Retail Experience
3.4	Best Distillery Event
3.5	Best Digital & Social Media Initiative

CATEGORY NUMBER CATERGORY NAME

4.	The Pre – Mixed Drinks Challenge
4.1	Pre-mixed classic cocktails
4.2	Pre-mixed classic cocktails with a twist
4.3	Pre-mixed contemporary cocktails
4.4	Low calorie pre-mixed cocktails
4.5	Wine based pre-mixed drinks
4.6	Pre-mixed cocktail mixers – user adds alcohol
4.7	Classic alcoholic drink/ mixer combinations
4.8	Contemporary alcoholic drink/ mixer combinations
4.9	Original product combinations
4.10	Frozen pre-mixed alcoholic drinks
4.11	Design & packaging

5.	The Wine Tourism Challenge
5.1	Best Visitor Centre
5.2	Most Innovative Tourism Experience
5.3	Best Food & Wine Matching Experience
5.4	Best Retail Experience
5.5	Best Wine Event
5.6	Best Accommodation
5.7	Best Digital & Social Media Initiative
5.8	Best Promotional Body

6.	The Wine Design Challenge
6.1	Best New Design of a Wine Brand
6.2	Best Repackaged Wine Design
6.3	Best Design for a Wine Range
6.4	Best Design for Sparkling Wine
6.5	Best Copywriting for a Wine Label
6.6	Best Alternative Wine Packaging Design

7.	The Wine Marketing Challenge
7.1	Integrated Campaign of the year
7.2	Digital & Social Media Campaign of the year
7.3	Experiential Campaign of the year
7.4	PR Campaign of the year
7.5	Wine PR Company of the Year



RULES AND CRITERIA

Please follow the entry rules and criteria outlined below. Judges will score each submission based on the rules and criteria set out below, therefore entrants should respond to all of the points that are relevant to their entry, to increase their chances of winning.

TRAVEL RETAIL CHALLENGE

- Objective of the brand strategy
- Execution of the brand strategy
- Relevance of the brand to the travel retail sector
- Include the original design brief. Did the final product meet the objective?
- Evidence of promotional initiatives and marketing activity
- Evidence of any positive results and statistics

COCKTAIL CHALLENGE

- Please submit your recipe and include high resolution photographs of the cocktail. The recipe should clearly indicate the ingredients, measures, method, garnish and type of glass to be used.
- Each cocktail recipe must be original and contain a minimum of three and a maximum of five ingredients, not including drops, dashes and garnishes.
- Basic fruit juice, fresh egg white, non-alcoholic mixers and bitters are permitted but no homemade, previously blended ingredients or ice-cream will be allowed.
- Drinks International will provide all fresh produce, juices, garnishes, ice and glassware.
- Competitors must supply any specialised ingredients and all alcohol required for their cocktails.
- Two cocktails will be mixed for each recipe. Please ensure you send sufficient quantities, plus an additional bottle to allow for breakages.

PRE MIXED DRINKS CHALLENGE

- Please inform us if in advance if your pre-mixed product requires blending with ice or served with crushed ice on the judging day.
- Please send a high resolution bottle shot of your brand to accompany your entry. This needs to be at least 300 dpi.
- Entrants to category number 4.6 Pre-Mixed Cocktail Mixers - Must supply a bottle of their preferred spirit to support their entry.
- Please inform us of the serving suggestions to support your pre-mixed product as well as the ideal serving temperature.

DISTILLERY EXPERIENCE AND WINE TOURISM CHALLENGES

- What is the objective and strategy for the tourism experience? This can include tours, programmes, events, gift shops, social media, food & wine pairing and accommodation.
- Outline the execution and impact the attraction has made. Has the visitor experience met your tourism strategy?
- Describe your tourism experience, what do you offer to visitors? Why is it good?
- Provide details of visitor numbers in the past twelve months as well as year on year
- Provide examples of marketing and promotions of your tourism experience.
- Outline the tourism your visitor centre has generated for your region
- What is your budget spend per head for this year? How does it compare to last year?
- Provide any feedback from visitors
- Provide evidence of positive results and return on investment
- Does your product offering in your onsite shop meet customer demand?
- What is the key link between your attraction and retail experience?
- Examples of product knowledge and customer service
- Describe the ways in which you explain the process of distilling/winemaking to you visitors?
- How has the educational experience helped grow your spirit /wine sales at your onsite shop?

WINE DESIGN AWARDS

- Please include the original design brief, the brand's recommended retail price, details of the target audience and target retail channels.
- For repacked entries please include the reasons for change and an image of how the brand design looked previously.
- Please state your reasons why the final design met the brief?
- Please state how relevant the design is to its target audience?
- A brief description on the designs initial impact, design originality and innovation may also be included.

WINE MARKETING AWARDS

- Outline of the campaign
- Overall brand strategy and brand values
- Execution and success of the project
- Evidence of innovation and creativity
- Evidence of positive results

ENTRY FORM

Discounted entries only apply to each individual challenge. There is no limit to how many categories you can enter.

1 ENTRY £225 + VAT
3 ENTRIES £200 + VAT EACH
4 OR MORE ENTRIES £175 + VAT EACH

ENTRY DETAILS

Please enter fields that are applicable to you.

Name of company entering (Brand owner):

Name of agency entering on behalf of a company:

Address:

Country:

Contact name:

Job title:

Phone number:

Email:

PAYMENT DETAILS

1. Orders totalling less than £500 (excluding VAT) must be paid by cheque or credit card. Orders exceeding £500 (excluding VAT) may request an invoice.

2. 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.

VAT number:

3. We confirm that all samples entered will be delivered with all applicable duties, taxes and shipping charges paid including, without limitation UK excise duty, customs community tax, VAT and shipping charges and accept full liability for all such charges. We acknowledge that any failure to make such payments may result in disqualification from the competition. We confirm that we have read and understood the rules and instructions set out in this entry form.

Category name and number:

Brand name:

Cocktail name:

Campaign name:

Total Price:

RRP:

Category name and number:

Brand name:

Cocktail name:

Campaign name:

Total Price:

RRP:

Category name and number:

Brand name:

Cocktail name:

Campaign name:

Total Price:

RRP:

Category name and number:

Brand name:

Cocktail name:

Campaign name:

Total Price:

RRP:

CURRENCY

We wish to pay in:

£ Sterling

€ Euros

\$US dollars

The relevant exchange rate will be calculated as at date of processing.

PAYMENT OPTIONS

1. PAYMENT BY CREDIT CARD

Number of entries:

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. PLEASE SEND AN INVOICE TO THE ADDRESS PROVIDED BELOW:

Invoice contact: (if different to entry contact name)

Invoice address: (if different to entry contact address)

Purchase Order no: (if applicable)

Email address for invoice contact:

Signature:

Print name:

Date:

DATA PROTECTION: We will use this data for the purposes of administering your entry into the Drinks International Challenge Series 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, sponsors or carefully selected third parties.

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

MAIL	TEL	EMAIL	FAX	SMS
DRINKS INTERNATIONAL				
AGILE MEDIA				
SPONSORS				
THIRD PARTIES				

For office use only

Date received:

Account number:

Product Number: