

2026 Asia World Spirits Competition

(AWSC)

Formerly the Singapore World Spirits Competition

www.thetastingalliance.com

About the Competition

The **Asia World Spirits Competition (AWSC)** highlights the dynamic spirits industry across Australasia, with class codes designed to reflect regional production and consumption trends. Asia isn't just the world's largest producer of spirits — it also leads in consumption.

A medal is only the beginning. At AWSC, we're more than just a competition — we're an accelerator for your brand's growth. With more than 100,000 spirits available globally, an AWSC medal serves as a trusted differentiator, helping both consumers and the trade cut through the noise to identify products truly worth their attention. At its core, this reinforces our shared mission: *to help people drink better*. [The 2026 competition is officially open for entries.](#)

Why AWSC Stands Out

Regional Expertise Judging panels include buyers, sommeliers, educators, and industry leaders from across Asia and beyond, ensuring culturally relevant and technically sound evaluations.	Trade-First Impact Importers, distributors, retailers, and on-premise decision-makers in Asia leverage AWSC results to inform their purchasing and stocking decisions.
Global + Asian Reach Producers worldwide are welcome. A medal signals excellence in one of the world's fastest-growing spirits markets, opening doors to new partnerships across Asia.	Blind Tasting Integrity All products are judged blind — brand size and reputation do not influence results, creating a level playing field where quality alone determines success.

Why Enter in 2026?

- ① **Validate quality** through elite, unbiased judging by regional and international industry luminaries.
- ② **Earn trusted medals** that directly influence buying decisions across Asian markets.
- ③ **Achieve visibility** on shelves and menus, cutting through market clutter in Asia's dynamic marketplace.
- ④ **Access winner tools** to convert recognition into sustained revenue all year long.

Important Dates

- **Competition: July 2026**
- **Registration Deadline: June 26, 2026**
- **Sample Deadline: July 10, 2026**
- **Intl. Import Assistance Deadline: June 26, 2026**

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How Can We Help?

At The Tasting Alliance, a medal isn't just a badge — it's a business asset. We've built an entire ecosystem around helping medalists turn recognition into real, measurable growth. Here's what you unlock when you win:

Make Your Medal Visible	Put your win to work immediately with professional-grade award recognition tools — including bottle stickers and high-resolution medallion imagery ready for packaging, marketing materials, and point-of-sale displays. Every medalist receives our complimentary Marketing Toolkit — a practical, strategy-driven guide built specifically to help you promote your award, influence purchase decisions, and drive sales across retail, on-premise, and eCommerce channels.
Get in the Room	Medal winners receive exclusive invitations to media, trade, and consumer events that put your product directly in front of the buyers, press, and tastemakers who matter most. These aren't just events — they're opportunities to build relationships that move the needle.
Amplify Across Digital Channels	Gain promotional exposure across The Tasting Alliance's owned platforms, including email campaigns, social features, and digital spotlights extending your reach well beyond the competition itself.
Sell More Online	Break into or scale your eCommerce presence with complimentary onboarding and discounted white-label solutions through our partnership with Flaviar, one of the leading spirits eCommerce platforms. Your award deserves to be seen where consumers are shopping.
Making The Connections That Matter	Through Tasting Alliance Advisors , medalists have access to expert consulting across product development, brand strategy, talent recruitment, and market activation. Through our extensive partner network, medalists gain direct introductions to distributors, importers, retailers, and agencies actively looking for standout brands. Whether you're expanding into new markets or deepening existing trade relationships, we help get you connected.
Exclusive Industry Perks	As a medalist, you'll receive 10% off a DISCUS Craft Membership for your first year — connecting you to one of the most respected trade organizations in the beverage alcohol industry and the advocacy, resources, and networking that come with it. You'll also get your products in front of the United States Bartender's Guild (USBG) to further promote your medal win within the trade.
Get Featured. Get Noticed.	Top medalists have the opportunity to be featured in leading publications including Forbes, UPROXX, Food & Wine, The Daily Pour and more. Our media relationships create editorial pathways that put your brand in front of consumers, trade professionals, and industry influencers at scale.

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