

2026 San Francisco International Wine Competition

(SFIWC)

The Original. Operating Since 1980.

www.thetastingalliance.com

About the Competition

In a world crowded with wine competitions, one has stood the test of time. The **San Francisco International Wine Competition (SFIWC)**, founded in 1980, is the longest-running wine competition in operation — pioneering the rigorous blind judging process that The Tasting Alliance upholds across all its competitions today. For over four decades, SFIWC has remained a trusted authority, helping wineries from around the world earn the credibility, visibility, and consumer trust that endures. With expanded categories for regional distinctions, organic and natural wines, and innovative winemaking, SFIWC remains the most meaningful stage to stand out. [The 2026 competition is now open for entries.](#)

Why SFIWC Stands Out

46 Years of Authority Founded in 1980, SFIWC is the longest-standing wine competition still operating today. In a market flooded with new competitions, our legacy is a signal no newer entrant can replicate.	The Original Blind Judging Standard SFIWC pioneered the blind judging methodology that defines credible wine evaluation. Judges assess on quality, balance, structure, and varietal typicity — brand and producer identity unknown.
Global Recognition, Lasting Impact A SFIWC medal signals world-class quality to importers, sommeliers, retailers, and consumers globally. It's not just an award — it's a long-term brand asset that continues to open doors.	Built for Today's Wine World Expanded categories reflect where wine is heading: regional distinctions, organic and natural wines, and innovative winemaking practices all have a place on our judging floor.

Why Enter in 2026?

- ① **Stand out in a crowded field** — with thousands of competitions now vying for entries, a medal from the original carries weight that newer events simply can't match.
- ② **Earn a trusted medal** evaluated by [sommeliers, wine writers, and respected industry professionals](#) who judge blind, every time.
- ③ **Gain global visibility** — SFIWC results reach importers, distributors, retailers, and consumers worldwide.
- ④ **Access winner tools** built to convert your recognition into real, measurable growth all year long.

Important Dates

- **Competition: October 2026**
- **Registration Deadline: September 18, 2026**
- **Samples Deadline: September 25, 2026**
- **Intl. Import Assistance Deadline: August 21, 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 labels, shelf talkers, tasting room displays, and marketing materials. Every medalist receives our complimentary Marketing Toolkit — a practical, strategy-driven guide built 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 wine directly in front of the buyers, press, and tastemakers who matter most. These aren't just events — they're opportunities to build the 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 beverage 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 wines. 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 wines 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 wine in front of consumers, trade professionals, and industry influencers at scale.

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