



## 2021 MARKETING TOOLKIT

MAKING THE MOST OF YOUR MEDAL



PROMOTIONAL TIPS AND IDEAS PREPARED EXCLUSIVELY FOR  
SFWSC, SFIWC, NYWSC, AND SWSC MEDAL WINNERS



THE TASTING ALLIANCE



@SFWSPIRITSCOMP / #SFWSC • @SFWINECOMP / #SFIWC • @NYWSCOMP / #NYWSC • @SWSCOMP / #SWSC

# CONGRATULATIONS! (NOW WHAT?)

Your medal from the San Francisco World Spirits Competition, the San Francisco International Wine Competition, the New York World Wine & Spirits Competition or the Singapore World Spirits Competition conveys that your product is among the finest the industry has to offer.

Emphasizing integrity and impartiality, our competitions take great pride in ensuring that all entries are treated with equal care and consideration by our panels of carefully selected spirits-industry judges.

## ABOUT THE SAN FRANCISCO WORLD SPIRITS COMPETITION

Since its introduction in 2000, the SFWSC has become one of the most respected and influential spirits competitions in the world. And that means that your award is one of the most reliable and universal indications of spirits excellence.

## ABOUT THE SAN FRANCISCO INTERNATIONAL WINE COMPETITION

Introduced in 1980, the SFIWC has set the standard for professional wine judging. Now in its 39th year, the SFIWC is one of the world's longest-running international wine competitions. SFIWC medals have become reliable indicators of wine excellence across the globe.

## ABOUT THE NEW YORK WORLD WINE & SPIRITS COMPETITION

NYWSC medal winners range from some of the most renowned international distillers and wineries to small-batch craft producers and boutique wineries for whom our awards have proven to be a game-changer. Not only is a NYWSC medal a testament to your hard work, it's a universally recognized indicator of exceptional quality and craftsmanship.

## ABOUT SINGAPORE WORLD SPIRITS COMPETITION

The SWSC is the newest member of The Tasting Alliance. The SWSC focuses on spirits produced and consumed in the Australasia region with class codes reflecting those trends. Receiving a medal from the SWSC's esteemed panel of judges will help provide easier entry into markets around the world and establish winning brands as some of the world's top spirits.

## THINK THAT'S WORTH BRAGGING ABOUT?

We do too! We've put together this marketing toolkit to help you make the most of your achievement. On the following pages, you'll find a wealth of tips, ideas, and suggestions to successfully promote your win, which can:

- Establish your brand as one of the world's top spirits producers
- Build brand recognition
- Boost customer acquisition and retention
- Garner publicity and trade attention
- Help you out in a crowded marketplace

Winning a medal from The Tasting Alliance is indeed an impressive achievement for any spirit or wine having undergone evaluation by our highly discerning judges, but what does each medal mean?



## BRONZE MEDAL

A Bronze medal is awarded to a product that is commercially sound—modestly attractive without appreciable flaws. A Bronze medal is awarded to a product that deserves to be recognized as among the better examples of its category.



## SILVER MEDAL

Products awarded a Silver medal are outstanding in their category. They show refinement, finesse, and complexity. They are among the best examples of their particular category.



## GOLD MEDAL

Products awarded a Gold medal are exceptional. They are near the pinnacle of achievement in their particular category. They are products that set the standard for all others of their type.



## DOUBLE GOLD MEDAL

The Double Gold designation is awarded to the very few entries that receive Gold medal ratings by all members of the judging panel. These are among the finest products in the world.



## PLATINUM MEDAL

Awarded to the very few entries that receive a Double Gold medal for three consecutive years.



# START THE BUZZ!

## INFORM YOUR SUPPLIERS

Since a medal helps validate and reinforce your sales message, begin by notifying your importers, distributors, restaurants, retailers—everyone involved in the process of selling your products. Encourage them to announce your Competition medal win on everything from their websites to social media channels to help spread the news.

## TALK TO YOUR CUSTOMERS

Consumer marketing looks different for every brand, so choose the methods that make sense for your audience and promotional budget. Depending on your size, you may work with outside marketing, communications, and PR teams, or perhaps you handle all your marketing decisions in-house. Whether working on your own or with agency help, some or all of the following suggestions provide important opportunities for reaching your customers.



## WEBSITE

Your website is the first and perhaps easiest starting point to make exciting announcements. Create a web banner, update your homepage, or upload a blog post—complete with images of your award and bottle shots—to ensure the news of your award is one of the first things your consumers see when they visit your site.

If you've been looking for a reason to jumpstart your under-used website or homepage, or create one for the first time, your Tasting Alliance win provides the perfect excuse!

## E-MAIL MARKETING

### E-BLASTS

Perhaps one of the most popular forms of e-mail marketing, an e-blast can help news of your win reach your entire list of contacts. Be sure to include a catchy subject line and compelling e-mail content to entice people to open your e-mail, keep readers engaged, and encourage visits to your website.

### E-MAIL SIGNATURES

Ideal for evergreen promotion, an e-mail signature that includes medallion artwork is an effortless way to continuously publicize your win.

# START THE BUZZ!

## PRESS RELEASE

Increase your exposure by issuing a press release to industry tastemakers, publications, local news outlets, and other key press. Include important talking points, but don't include all the details. You want to hook your readers into contacting you for a more in-depth story and interview.

In addition to information about your product, include facts about the Competition to help emphasize the significance of your win:



## SFWSC

- This was the **21st** San Francisco World Spirits Competition; it was founded in 2000 as a way to recognize exceptional products in the spirits industry
- The **2021** Competition had **over 3,500** entries
- The SFWSC is considered to be the most influential spirits competition in the world
- The **30+** judges of the **2021** Competition are established spirits-industry experts, including:
  - Anthony Dias Blue (Executive Director), author, editor, publisher, and one of the most influential food, wine, and spirits writers and lifestyle personalities in the U.S.A.
  - Jeffrey Morgenthaler (**Director of Judging**), of Clyde Common at Portland's Ace Hotel, named America's Bartender of the Year and the country's Best Cocktail and Spirits Writer at the 2016 Spirited Awards
- More information about all SFWSC **2021** judges can be found on our website at [sfspiritscomp.com/about/judges/](https://sfspiritscomp.com/about/judges/)

## • SWSC

- The Singapore World Spirits Competition is the newest member of The Tasting Alliance, making its debut in 2019
- The SWSC focuses on spirits produced, consumed, and trying to break into the Australasia market with class codes reflecting those trends
- More information about the SWSC, including judges, can be found on our website at [swscomp.com](https://swscomp.com)

## SFIWC

- In its 41st year, the San Francisco International Wine Competition is one of the world's longest-running international wine competitions; it was founded in 1980 as a way to determine and award exceptional domestic and international wines
  - The Competition is the largest international wine competition in the United States, attracting thousands of entries from over 31 countries around the world
  - The SFIWC is considered to be one of the most influential wine competitions in the world
  - Competition judges are established wine-industry experts.
- More information about all SFIWC's **2021** judges can be found on our website at [sfiwc.com/judges](https://sfiwc.com/judges)

## NYWSC

- The New York World Wine & Spirits Competition is the sister event to the San Francisco International Wine Competition, San Francisco World Spirits Competition, and Singapore World Spirits Competition.
- The Competition's Executive Director is Anthony Dias Blue, author, editor, publisher, and one of the most influential food, wine, and spirits writers and lifestyle personalities in the U.S.A.
- More information about the NYWSC can be found on our website at [nywscomp.com](https://nywscomp.com).

## GENERAL FACTS

- A medal from The Tasting Alliance has become a recognized affirmation of high quality and one of the most reliable and universal indications of spirits excellence
- Medal winners represent some of the finest products from around the world

# START THE BUZZ!

## SOCIAL MEDIA

Ranging from Facebook to Twitter to Instagram, social media platforms provide an accessible way to reach a wide network of consumers, media, and trade. While creating and executing a social media strategy can be intimidating, we have a few tips to help keep your plan simple, straightforward, and effective.

## BOOST YOUR POSTS

For a nominal fee, you can maximize exposure and help your content appear on more newsfeeds by boosting your Facebook posts and Tweets or by creating Instagram ads. You can also reach an entirely new audience with filters like age, gender, location, and interests.

## DON'T FORGET PHOTOS

When you post on Facebook and Twitter, use the camera icon to add vibrant imagery to your post. Whether it's a picture of one of your products or an ode to the season, photos help catch eyes—and Likes.

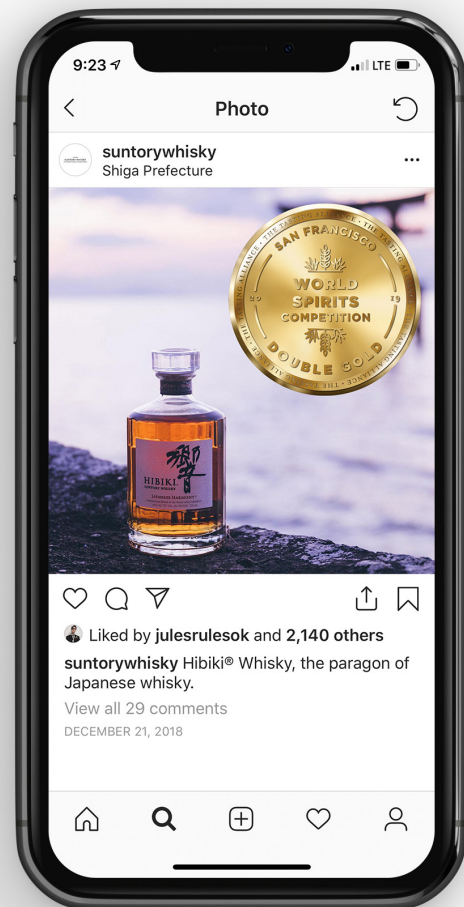
## SCHEDULE AHEAD

Scheduling posts not only saves time but also helps you build and organize cohesive messaging across all your channels. Facebook, Twitter, and Instagram all allow you to schedule posts on their individual platforms. On Twitter, schedule multiple posts to run throughout the day or several times a day to reach a larger percentage of your audience. Or, sign up for a free social media manager like Hootsuite to easily schedule posts and monitor your accounts all in one place.

## FOLLOW TRENDS

Keep an eye on trending hashtags and update your content accordingly to stay relevant and join the social conversation. Include relevant hashtags in your messages to connect your posts to related news and like-minded followers. Include the Competition's tags (#SFWSC / #sfspiritscomp, #SFIWC / #SFwinecomp, #NYWSC / #NYspiritscomp, #SWSC / @SWSCOMP) or other beverage-industry and lifestyle hashtags to broaden your audience and keep the news moving.

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@SFWSPIRITSComp / #SFWSC • @SFWINEComp / #SFIWC  
@NYSPIRITSComp / #NYWSC





**START THE BUZZ!**



## CONTENT IDEAS

To tie your win into your brand's own unique voice and personality, consider incorporating the following content into your social media posts. (Including these in your blog, newsletter, or website doesn't hurt, either.)

### SPIRITS

- Interviews with your distiller, owner, and/or brand manager to hear what the results mean to them
- Details of the distillation process for your winning product
- Tasting notes from your distiller
- Cocktail recipes and/or tasting suggestions
- A definition of the medal you won and the specific ways your product embodies each quality

### WINE

- Interviews with your winemaker and/or owner to let people know what the results mean to them
- Characteristics that make your winning wine either a classic representation or a unique take on your wine variety
- Details of the conditions that made your winning vintage exceptional — from climate and terroir to harvest and aging
- Tasting notes from your winemaker

## MAINTAIN THE MOMENTUM

### STEP UP YOUR POINT-OF-SALE GAME

From a consumer standpoint, point-of-sale (POS) materials will help set your product apart in a crowded marketplace and are oftentimes the final push customers need to make their purchase decisions. An added bonus: Retailers routinely give priority placement to spirits and wines that visibly boast their awards.

#### BOTTLE STICKERS

Bottle stickers that tout your medal catch consumers' eyes on store shelves and provide an instantly recognizable, reliable seal of approval. Delivering your spirit or wine to retailers with pre-applied stickers on the bottles is one of the simplest and most-effective POS strategies you can employ.



#### BOTTLE NECKERS

Also known as neck tags or hangers, these versatile marketing tools are valuable both at point of sale and once the consumer brings your award winning product home. Besides boasting your medal and tasting score, you can include food-pairing ideas, coupons, QR codes to drive consumers to your website for special offers, or even cross-sell other offerings from your product line.



#### SHELF TALKERS

Designed to grab shoppers' attention, shelf talkers help your product stand out from the crowd. The wide range of formats includes adhesive shelf stickers, snap-in price-rail sleeves, and flag-like flyers that stick out from the shelf. Since you have a limited amount of space and just a moment to make your sale, you'll want to focus on smart design and a compelling message, such as promotional pricing or your award, to convince shoppers to choose your spirit or wine.





# ADVERTISING

## ONLINE DISPLAY

A form of online advertising, display ads are one of the easiest and most prolific ways to target a wide, diverse audience. As unique and customizable as you'd like to make them, these ads can include imagery, audio, or video, and can range from web banners to rich media ads on third-party sites.

## PRINT

Magazines and newspapers are a time-tested way to promote your award winning product. Luckily, there's a long list of publications created specifically for wine and spirit lovers. Choose one that aligns with your long-term business goals. Try regional publications to build a local support base, drive traffic to your tasting room, or accommodate a smaller marketing budget. You can also focus on specific interest- or hobby-based options to target a specific demographic, such as age group, gender, or socioeconomic class.



## OUTDOOR

Ideal for reaching a specific geographic area, outdoor advertising can influence commuters and urbanites alike with billboards and interior and exterior transit advertising. Particularly useful throughout winery—dense regions, distillery areas, billboards or road signage can help you get on visitors' radar while helping them navigate the way to your tasting room.

## PRINT PROMOTIONS

Whether you're at an outside event or in your own tasting room, print materials like brochures and cocktail recipes are also effective tools to promote your accomplishments.

## VISITOR DISPLAYS

When you receive your physical medal and printed certificate, be sure to frame and display these awards in your reception area, tasting room, or other prominent place for all your visitors to see.

## TRADE TASTINGS

Regional and national trade tastings offer many opportunities to put your products on the radar of beverage buyers, distributors, bar managers, sommeliers, and other influential tastemakers in the industry. Arrive prepared with informative sales materials, plenty of product, and a fun, engaging attitude—all promoting your competition win, of course!

## CONSUMER EVENTS

Curated tastings, informational tours, master classes, pairing events, and “meet the distiller/producer” nights are all fun, strategic opportunities to engage the public, get your promotional message out there, and collect contacts to add to your company's mailing list.







**WE CAN HELP!**

Whether you opt for just a couple of the strategies we've described on these pages or launch a full publicity campaign, you now have some of the tools you need to make your medal work for you.

To assist you, we've developed several programs to help winners with their promotions long after the Competitions ends.

## TASTING EVENTS

Throughout the year, the The Tasting Alliance hosts a variety of special tastings and events around the country that feature medal-winning wines and spirits. Past events have included both consumer and trade tastings that bring Competition winners to the attention of their target customers. Stay tuned for more information about this year's event opportunities as they develop.....

## MEDALLION ARTWORK

The Tasting Alliance has created a suite of high-quality digital medallion images for use in your online and in-print promotions. A small one-time licensing fee allows unlimited use of Competition medallion artwork by you or anyone you choose to promote your award-winning spirits. Once purchased, the license allows you not only to use the imagery in your own advertising and collateral, but also in ads and promos by those who sell and distribute your products on your behalf.

For more information and to download a usage licensing order form, visit  
[sfspiritscomp.com](http://sfspiritscomp.com)  
[sfwinecomp.com](http://sfwinecomp.com)  
[nywscomp.com](http://nywscomp.com)  
[swscomp.com](http://swscomp.com)



## ADVERTISING OPPORTUNITIES

If you're interested in print advertising, but are unsure of where to start, our media sponsor, **The Tasting Panel Magazine**, can help. To learn more about advertising opportunities, contact The Tasting Panel at +1 (818) 990-0350.



## BOTTLE STICKERS

For your convenience, pre-printed bottle stickers are available directly from the Competition.

For more information and to download an order form, go to:  
[sfspiritscomp.com](http://sfspiritscomp.com)  
[sfwinecomp.com](http://sfwinecomp.com)  
[nywscomp.com](http://nywscomp.com)  
[swscomp.com](http://swscomp.com)

## POINT OF SALE PRINTED MATERIALS

The Tasting Alliance has teamed up with the specialty printer First in Print to provide discounted pricing on bottle neckers, shelf talkers, and other printed POS materials for all Competition winners. You can provide your own designs, use First in Print's design services to develop unique POS items, or choose pre-designed Competition products that are ready to print with your product's name and information about your award.

View First in Print's extensive product line for design ideas and additional marketing inspiration.



**THE TASTING ALLIANCE**

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