

# Icons of Whisky

## Introduction & Groupings

Welcome to the Icons of Whisky 2023. Below, please find an offering of categories that can be entered. Entries can simply be made on our new entry portal on [www.worldwhiskiesawards.com/how-to-enter](http://www.worldwhiskiesawards.com/how-to-enter). If you are an existing World Whiskies Award entrant you can use your existing login credentials.

For any questions regarding the entry process please email us on [info@worlddrinksawards.com](mailto:info@worlddrinksawards.com)

The following groups are available for entries. Each group offers you a number of categories within, so please select the group that is relevant to you. The price quote on the website is for the entire group, which allows for entries into multiple/all categories available within. The price is not per category.

### Rate Groups

	GBP	USD	CAD	EUR
Group 1 £295.00	295.00	419.00	505.00	349.00
Group 2 £395.00	395.00	559.00	679.00	469.00
Group 3 £595.00	595.00	835.00	1,019.00	699.00
Group 4 £95.00	95.00	135.00	165.00	115.00

### Distillery **Rate Group 3**

- Brand Innovator
- Distiller
- Visitor Attraction
- Campaign Innovator
- Sustainable Distillery
- Distillery Manager
- Master Distiller/Master Blender
- American Whiskey Brand Ambassador
- Irish Whiskey Brand Ambassador
- Scotch Whisky Brand Ambassador
- World Whisky Brand Ambassador
- Visitor Attraction Manager

### Cooperage **Rate Group 2**

- Cooperage
- Cooper

### Craft Distillery **Rate Group 2**

- Brand Innovator
- Craft Producer
- Visitor Attraction
- Campaign Innovator
- Sustainable Distillery
- Distillery Manager
- Master Distiller/Master Blender
- American Whiskey Brand Ambassador
- Irish Whiskey Brand Ambassador
- Scotch Whisky Brand Ambassador
- World Whisky Brand Ambassador
- Visitor Attraction Manager

### Visitor Attraction **Rate Group 1**

- Visitor Attraction Manager
- Visitor Attraction

**Single Estate Distillery**                      **Rate Group 2**

- Brand Innovator
- Single Estate Distillery
- Visitor Attraction
- Campaign Innovator
- Sustainable Distillery
- Distillery Manager
- Master Distiller/Master Blender
- American Whiskey Brand Ambassador
- Irish Whiskey Brand Ambassador
- Scotch Whisky Brand Ambassador
- World Whisky Brand Ambassador
- Visitor Attraction Manager

**Bar**    **Rate Group 4**

- Whisky Bar
- Whisky Hotel Bar
- Bartender
- Bar Manager

**Bar Group**    **Rate Group 1**

- Whisky Bar Group
- Whisky Bar
- Whisky Hotel Bar
- Bartender
- Bar Manager

**Independent Bottler**                              **Rate Group 1**

- Independent Bottler

**Multiple Outlet Retailer**                      **Rate Group 1**

- Travel Retailer
- Multiple Outlet Retailer
- Online Retailer (requires multiple physical outlets)
- Spirits Buyer
- Independent Bottler

**Online Retailer (no outlet)**                      **Rate Group 1**

- Online Retailer
- Spirits Buyer
- Independent Bottler

**Single Outlet Retailer**                              **Rate Group 1**

- Travel Retailer
- Single Outlet Retailer
- Online Retailer (requires 1 physical outlet)
- Spirits Buyer

**Supermarket**                                      **Rate Group 1**

- Supermarket
- Own Brand Supermarket
- Spirits Buyer

**Agency**    **Rate Group 1**

- Advertising Agency
- Design Agency
- PR Agency

## Categories & Definitions 2023

### Cooperage Awards

- **Cooperage**

A cooperage or cooperage company that has displayed significant and demonstrable commercial, brand marketing, product, corporate responsibility, sustainability and/or personnel developments across multiple areas of the business in the past 12 months.

In no more than 600 words, summarise the company's commercial, brand marketing, product, corporate responsibility, sustainability and personnel developments and achievements of the past year, with particular emphasis on items which distinguish the business from competitors in the category. Please include details of measurable targets met, certifications awarded and awards received where relevant.

- **Cooper**

A cooper who has made a significant contribution to their business, products and/or community in the past year.

- In no more than 300 words, summarise the cooper's career to date (including dates of employment and employer names) and qualifications/certifications
- In no more than 300 words, summarise the cooper's achievements in the past 12 months, which should demonstrate a significant contribution to the business, products, category and/or local community
- Supply supporting assets/video/imagery if relevant

### Distillery Awards

- **Brand Innovator**

A brand that has demonstrated commendable innovation in product creation and/or brand marketing in the past 12 months.

- In no more than 300 words, supply specific details of the marketing, communications, product or production innovations brought to market in the past 12 months. Include details of markets targeted and any data points which can demonstrate evidence that this innovation has successfully broken new ground for the brand, the category and/or successfully delivered growth of brand value, equity and/or volume
- Supply supporting imagery relating to the innovation(s)
- Supply copies of brand education/partner onboarding packs created to support the innovation

- **Craft Producer**

A distillery that uses a combination of traditional and innovative methods to distil its own product from grain to glass on-site. Furthermore, annual production should be no greater than 200,000lpa per annum.

- In no more than 300 words, supply specific details of the distillery's craft credentials and initiatives implemented or delivered to market in the past 12 months which bolster the brand's craft credentials
- In no more than 300 words, explain what 'craft' means to the distillery and the brand's unique take on craft distilling
- Supply copies of brand education/partner onboarding packs created to support the communication of the brand's craft credentials

- **Single Estate**

An independently owned distillery based on or part of a farm estate. The distillery must cultivate no less than 75 per cent of its grains on land owned by the distillery or its parent company. While it is acceptable for malting to be conducted by a third party, entrants that conduct some or all of their own malting will be viewed favourably. To qualify, a single-estate distillery must mash, ferment, and distil the entirety of its production on the single estate. Bottling need not occur on the estate, but entrants that bottle some or all of their own product will be viewed favorably. Extra merit will apply to single-estate distilleries pursuing eco-

conscious farming and distilling practices and/or circular production and waste management practices.

- In no more than 300 words, supply specific details of the distillery's single-estate credentials and initiatives implemented or delivered to market in the past 12 months which bolster the brand's single-estate credentials
- In no more than 300 words, explain the distillery's single-estate philosophy and how its products express this. Topics to consider mentioning are: farming practices, land and water management, waste management, energy generation, approach to grain varieties and terroir

Supply copies of brand education/partner onboarding packs created to support the communication of the brand's single-estate credentials

- **Distiller**

A distillery or distilling company that has displayed significant and demonstrable commercial, brand marketing, product, corporate responsibility, sustainability and/or personnel developments across multiple areas of the business in the past 12 months.

- In no more than 600 words, summarise the company's commercial, brand marketing, product, corporate responsibility, sustainability and personnel developments and achievements of the past year, with particular emphasis on items which distinguish your business from competitors in the category. Please include details of measurable targets met, certifications awarded and awards received where relevant.

- **Visitor Attraction**

A venue that excels in informing, educating and entertaining consumers. To be considered, the attraction must have demonstrated significant achievement in the last 12 months, with particular focus on visitor numbers, new developments and community outreach.

- In no more than 500 words, please summarise the developments made in this distillery's visitor experience in the past 12 months. Include particular reference to development of new experiences, visitor number growth, staff training, innovation, and certifications/awards received
- Include full details of all tour / experiences offered by the brand home, plus any other additional offerings (e.g. restaurant, fill-your-own, partnerships with local accommodation or tours)

- **Campaign Innovator**

A brand that has shown particular creativity and innovation in creating a campaign to promote either their product, distillery or local area.

- In no more than 300 words, supply specific details of the campaign innovations brought to market in the past 12 months. Include details of markets targeted and any data points which can demonstrate evidence that this innovation has successfully broken new ground for the brand, the category and/or successfully delivered growth of brand value, equity and/or volume
- Please supply summaries and examples of press clippings and media reach data where relevant
- Supply supporting imagery, press releases, video and/or other assets relating to the campaign innovation(s)

- **Sustainable Distillery**

A distillery that has implemented improved sustainability processes within the distillery and wider supply chain in the past 12 months that have led to demonstrable reductions in the brand's environmental impact. Particular credit is given when such initiatives also benefit the local community and distribution network.

- In no more than 300 words, please explain what sustainability means to the business and how this philosophy can be seen at work in all areas of the company's operation.
- Supply details of the company's most recent green achievements (such as packaging weight or emissions reductions) and accreditations from third-party observers, with any relevant supporting documentation
- Supply details of existing processes in place to mitigate the environmental impact of:
  - Road/air miles
  - Packaging weight
  - Water use

- Emissions
- Energy use
- Waste
- Supply details of the company's sustainability and green targets. Extra credit will be awarded to businesses that can demonstrate that structures have been put in place to ensure the company will be held to those targets (for example, by signing up to periodic independent review or some incentive/repercussion for executive-level team)

### **Distillery People Awards**

- **Distillery Manager**

A distillery manager that has made a significant contribution to their business, products and/or community in the past year.

- In no more than 300 words, summarise the distillery manager's career to date (including dates of employment and employer names) and qualifications/certifications
- In no more than 300 words, summarise the distillery manager's achievements in the past 12 months, which should demonstrate a significant contribution to the business, products, category and/or local community
- Supply supporting assets/video/imagery if relevant

- **Master Distiller / Master Blender**

A highly skilled individual with more than 15 years' experience in spirit production, who is responsible for all aspects of whisky production from the raw materials through to the final cask selection, blending, determining the house style and maintaining the quality of the product.

- In no more than 300 words, summarise the master distiller/master blender's career to date (including dates of employment and employer names) and qualifications/certifications
- In no more than 300 words, summarise the master distiller/master blender's achievements in the past 12 months, which should demonstrate a significant contribution to the business, products, category and/or local community
- Supply supporting assets/video/imagery if relevant

- **American Whiskey Brand Ambassador**

An individual who has excelled in promoting both their own American whiskey brands and the category, expanding their brand's reach and exposure beyond the conventional audience and/or utilizing innovative new methods and/or channels.

- In no more than 300 words, summarise the brand ambassador's career to date (including dates of employment and employer names), qualifications/certifications and/or awards wins (e.g. cocktail competitions)
- In no more than 300 words, summarise the brand ambassador's achievements in the past 12 months (e.g. notable events hosted, number of events hosted, media exposure, training delivered to trade). Ideally, this should demonstrate how they have gone above and beyond to expand their brand's reach and exposure beyond the conventional audience and/or how they have utilised innovative new methods and/or channels to engage customers
- Supply supporting assets/video/imagery if applicable

- **Irish Whiskey Brand Ambassador**

An individual who has excelled in promoting both their own Irish whiskey brands and the category, expanding their brand's reach and exposure beyond the conventional audience and/or utilising new methods and channels.

- In no more than 300 words, summarise the brand ambassador's career to date (including dates of employment and employer names), qualifications/certifications and/or awards wins (e.g. cocktail competitions)
- In no more than 300 words, summarise the brand ambassador's achievements in the past 12 months (e.g. notable events hosted, number of events hosted, media exposure, training delivered to trade). Ideally, this should demonstrate how they have gone above and beyond to expand their brand's reach and exposure beyond the conventional audience and/or how they have utilised innovative new methods and/or channels to engage customers
- Supply supporting assets/video/imagery if applicable

- **Scotch Whisky Brand Ambassador**

An individual who has excelled in promoting both their own Scotch whisky brands and the category, expanding their brand's reach and exposure beyond the conventional audience and/or utilising new methods and channels.

- In no more than 300 words, summarise the brand ambassador's career to date (including dates of employment and employer names), qualifications/certifications and/or awards wins (e.g. cocktail competitions)
- In no more than 300 words, summarise the brand ambassador's achievements in the past 12 months (e.g. notable events hosted, number of events hosted, media exposure, training delivered to trade). Ideally, this should demonstrate how they have gone above and beyond to expand their brand's reach and exposure beyond the conventional audience and/or how they have utilised innovative new methods and/or channels to engage customers
- Supply supporting assets/video/imagery if applicable

- **World Whisky Brand Ambassador**

An individual who has excelled in promoting both their own whisky brands (excluding American, Irish and Scotch) and the category, expanding their brand's reach and exposure beyond the conventional audience and/or utilising new methods and channels.

- In no more than 300 words, summarise the brand ambassador's career to date (including dates of employment and employer names), qualifications/certifications and/or awards wins (e.g. cocktail competitions)
- In no more than 300 words, summarise the brand ambassador's achievements in the past 12 months (e.g. notable events hosted, number of events hosted, media exposure, training delivered to trade). Ideally, this should demonstrate how they have gone above and beyond to expand their brand's reach and exposure beyond the conventional audience and/or how they have utilised innovative new methods and/or channels to engage customers
- Supply supporting assets/video/imagery if applicable

- **Visitor Attraction Manager**

A manager that excels in their position, has developed the attraction's offering and team, and has provides the very highest level of customer care.

- In no more than 300 words, summarise the visitor attraction manager's career to date (including dates of employment and employer names) and qualifications/certifications
- In no more than 300 words, summarise the visitor attraction manager's achievements in the past 12 months. Ideally, this should demonstrate how they have gone above and beyond to develop the attraction's visitor experience, team and reputation in both the whisky and tourism industries. Extra credit to those visitor attraction managers who have demonstrated use of utilised innovative new methods and/or channels to engage customers
- Supply supporting assets/video/imagery if applicable

## **Retailer Awards**

- **Supermarket**

A supermarket group that has displayed particular excellence in range, value for money, customer service, exclusivity of products and innovation in the last 12 months.

- Please supply full details of the supermarket's range of whiskies (including prices), notable promotions, customer education initiatives, and innovative activations
- Supply supporting assets/video/imagery if applicable

- **Own Brand Supermarket**

A supermarket group that has developed its own branded range of products, which is to be judged to be delivering excellence in range, value for money and quality.

- Please supply full details of the supermarket's range of own-brand whiskies (including prices), notable promotions, customer education initiatives, and innovative activations
- Supply supporting assets/video/imagery if applicable
- Supply samples of the own-brand range of whiskies for assessment

- **Travel Retailer**

A travel retail store or group of stores selling products to international travellers that has consistently displayed excellence in range, value for money, customer service, exclusivity of products and innovation in the last 12 months.

- In no more than 600 words, please supply a summary of the travel retailer's whisky offering, notable promotions, customer education initiatives, and innovative activations that have taken place in the past 12 months
- Supply supporting assets/video/imagery if applicable

- **Single Outlet Retailer**

A single store retailer that has displayed particular excellence in range, customer service and innovation in the last 12 months.

- In no more than 600 words, please supply a summary of the single outlet retailer's whisky offering, notable promotions, customer education initiatives, and innovative activations that have taken place in the past 12 months
- Supply details of how the retail experience has been improved in the past 12 months to improve customer education and conversion to the whisky category
- Supply supporting assets/video/imagery if applicable

- **Multiple Outlet Retailer**

A retailer with more than one store within the defined region that has displayed particular excellence in range, customer service and innovation consistently across all of their stores in the last 12 months.

- In no more than 600 words, please supply a summary of the multiple outlet retailer's whisky offering, notable promotions, customer education initiatives, and innovative activations that have taken place in the past 12 months
- Supply details of how the retail experience has been improved in the past 12 months across multiple outlets to improve customer education and conversion to the whisky category
- Supply supporting assets/video/imagery if applicable

- **Online Retailer**

An online retail experience that has displayed particular excellence in range, customer service and innovation in the last 12 months. The region in which they can be judged is the headquarters of their company.

- In no more than 600 words, please supply a summary of the online retailer's whisky offering, notable promotions, customer education initiatives, and innovative activations that have taken place in the past 12 months
- Supply details of how online experience has been improved in the past 12 months to improve customer education and conversion to the whisky category
- Supply supporting assets/video/imagery if applicable

## **Retailer People Awards**

- **Spirits Buyer**

A whisky buyer that shows dedication to his/her clients, resourcefulness and professionalism, who has delivered significant achievement in the past 12 months.

- In no more than 300 words, summarise the buyer's career to date (including dates of employment and employer names) and qualifications/certifications
- In no more than 300 words, summarise the buyer's achievements in the past 12 months. Ideally, this should demonstrate how they have gone above and beyond to develop their company's whisky offering and improve their company's reputation as a leading whisky retailer.
- Supply supporting assets/video/imagery if applicable

## **Bar Awards**

- **Whisky Bar**

A bar that offers an outstanding range of whiskies, superior staff knowledge, and excellence in associated experiences such as cocktails, tasting flights and/or food.

- In no more than 300 words, supply a short history of the bar's history and whisky offering
  - Supply evidence to demonstrate the bar consistently offers an outstanding range of whiskies (e.g. menus), superior staff knowledge (e.g. details of ongoing staff training programmes), and excellence in associated experiences such as cocktails, tasting flights and/or food
  - Supply details of whisky cocktail competitions entered / won if applicable
  - Supply supporting assets/video/imagery if applicable
- **Whisky Bar Group**  
A bar group that offers an outstanding range of whiskies, superior staff knowledge, and excellence in associated experiences such as cocktails, tasting flights and/or food consistently across all locations.
    - In no more than 300 words, supply a short history of the bar group's history and whisky offering
    - Supply evidence to demonstrate the bar group consistently offers an outstanding range of whiskies (e.g. menus), superior staff knowledge (e.g. details of ongoing staff training programmes), and excellence in associated experiences such as cocktails, tasting flights and/or food across all locations
    - Supply details of whisky cocktail competitions entered / won if applicable
    - Supply supporting assets/video/imagery if applicable
- **Whisky Hotel Bar**  
A hotel bar that is accessible for both residents and non-residents which specializes in whisky and is one of the selling points of the property. The bar should offer an outstanding range of whiskies, superior staff knowledge, and excellence in associated experiences such as cocktails, tasting flights and/or food.
    - In no more than 300 words, supply a short history of the hotel bar's history and whisky offering
    - Supply evidence to demonstrate the bar consistently offers an outstanding range of whiskies (e.g. menus), superior staff knowledge (e.g. details of ongoing staff training programmes), and excellence in associated experiences such as cocktails, tasting flights and/or food
    - Supply details of whisky cocktail competitions entered / won if applicable
    - Supply supporting assets/video/imagery if applicable

## Bar People Awards

- **Bartender**  
An exceptional individual who consistently delivers a superior customer experience and has a superb knowledge of whiskies. They are strongly versed in related areas such as cocktails and pairings, and use this knowledge to delivery exceptional whisky-tasting experiences. This individual will have achieved considerable success in the past 12 months, which may include milestones such as the spearheading of a new customer experience, leading menu development or competition wins.
  - In no more than 300 words, summarise the bartender's career to date (including dates of employment and employer names), qualifications/certifications and/or awards wins (e.g. cocktail competitions)
  - In no more than 300 words, summarise the bartender's personal achievements in the past 12 months (e.g. notable events hosted, media exposure, menus developed, serves developed, competitions won).
  - Supply supporting assets/video/imagery if applicable
- **Bar Manager**  
Over and above the requirements of the bartender category, this individual must be the manager of a bar specialising in whisky that consistently delivers high standards and has demonstrated considerable business success in the past 12 months. This includes (but is not limited to) sourcing and maintaining an excellent portfolio of whiskies; recruitment and retention of a skilled team; delivery of consistent high-quality training; and spearheading of new initiatives which heighten customer experience, prompt innovative menu development and/or deliver competition wins for themselves and their team.



- In no more than 300 words, summarise the bar manager's career to date (including dates of employment and employer names), qualifications/certifications and/or awards wins (e.g. cocktail competitions)
- In no more than 300 words, summarise the bar manager's personal and business achievements in the past 12 months (e.g. notable events hosted, media exposure, menus developed, serves developed, recruitment, team training delivered, experiences developed, revenue growth achieved)
- Supply supporting assets/video/imagery if applicable

### **Communications Awards**

- **Advertising Agency**

An advertising agency that has produced one or more outstanding advertising campaigns for their whisky industry client(s).

- In no more than 600 words, supply specific details of the whisky advertising campaigns brought to market in the past 12 months. Include details of the original brief(s), the development process, resources engaged, markets targeted and any data points which can demonstrate that the advertising campaign(s) successfully met the brief, broke new ground for the brand, and successfully delivered growth of brand value, equity and/or volume
- Please supply summaries and examples of ad creatives and media reach data where relevant
- Supply supporting imagery, press releases, video and/or other assets relating to the advertising campaign(s)

- **Design Agency**

A design agency that has produced a number of outstanding whisky packaging and brand designs, across all price ranges.

- In no more than 600 words, supply specific details of the whisky design work brought to market in the past 12 months. Include details of the original brief(s), the development process, development timeline, and resources utilized to deliver the project
- Please supply examples of the design work carried out, with short summaries explaining the specific inspiration and methodology behind the development of the design
- Supply supporting imagery, press releases, video and/or other assets relating to the design(s)

- **PR Agency**

An agency that has over the past 12 months managed their whisky industry client's PR efficiently and delivered significant coverage across all forms of media.

- In no more than 600 words, supply specific details of the whisky PR campaigns brought to market in the past 12 months. Include details of the original brief(s), audience targeted, and any data points which can demonstrate that the PR campaign(s) successfully met the brief, broke new ground for the brand, and successfully delivered growth of brand value, equity and/or volume
- Please supply details of the development process of the campaign, final reach data and a highlight reel of media press clippings relevant to the campaign
- Supply supporting imagery, press releases, video and/or other assets relating to the advertising campaign(s)

### **Communications People Awards**

- **Communicator**

An outstanding whisky communicator across all media, including print, social and main stream media.

- In no more than 300 words, summarise the communicator's career to date (as it pertains to whisky communication, including dates of employment and employer names) and channels utilised (e.g. Social media handles, titles appearing in)

- In no more than 300 words, summarise the communicator's achievements in the past 12 months (e.g. notable content produced, media exposure, events hosted).
- Supply links to relevant articles/video//podcast/imagery

### **Independent Bottler**

An independent bottler that has displayed particular excellence in range, value for money, brand marketing, quality of products and innovation in the last 12 months.

- In no more than 300 words, please summarise the company's history and approach to independent bottling
- Please supply full details of the independent bottler's current range of available whiskies (including prices) and market availability
- Supply supporting brand education assets/video/imagery if applicable
- Supply samples of 5 bottlings released in the past 12 months