



**MARCH 24 & 25, 2025
LONDON, UK**

The Only Competition that Rates by Quality, Value and Packaging

The London Wine Competition looks to set a new benchmark for award-winning wines by assessing them for their quality, their value for their money and what they look like with their packaging and design.

COMPETITION KEY DATES

REGISTRATION ENDS
28 FEBRUARY 2025

WAREHOUSE CLOSES
7 MARCH 2025

JUDGING DATE
24 & 25 MARCH 2025

WINNERS ANNOUNCED
22 APRIL 2025

THE COMPETITION

The London Wine Competition is an international wine competition organized by Beverage Trade Network. The competition looks to recognise, reward and help promote wine brands that have successfully been created to identify with and target a specific wine drinker. For any wine brand to earn its place on a retailer's shelf or a restaurant's wine list - and then vitally stay there - they need to be marketable and consumer-driven and not just produced in the general hope it can find enough people willing to sell and buy it.

That is why the London Wine Competition is different. It will single out and shine the spotlight on those wine brands that consumers really want to buy and have a clear market value for trade buyers.

A competition that will judge wines in three key areas:

- 1. Their quality**
- 2. Their value for money**
- 3. What they look like**

To be an award winner you will need to have a top-quality wine, that offers both the trade and the consumer great value for money, and you will need to look good and truly stand out on the shelf and on the back bar.

JUDGING PROCESS

Each submission is assigned a unique submission reference number. The wines are to be assigned a score for quality and value on a blind-tasting basis. Following this, the wines will be brought to the judges and arranged together for the packaging score for that flight.

PRICING

£90 SUPER EARLY BIRD

1 MAY 2024 TO
31 AUGUST 2024

QUANTITY DISCOUNT NOW AVAILABLE

4 TO 9 ENTRIES:
10% DISCOUNT

10 TO 14 ENTRIES:
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COMPETITION ORGANIZER

Beverage Trade Network (BTN)

is a global media and B2B networking platform servicing suppliers, buyers and beverage professionals in the global beverage industry. BTN also owns *BevRoute*, a magazine for Importers and Distributors and runs a lineup of trade shows around the world which includes USA Trade Tasting in New York, IBWSS UK in London, IBWSS USA in San Francisco and ABID Conference in the USA.

For more information on
Beverage Trade Network:

beveragetradenetwork.com

SCORING SYSTEM

That is why the London Wine Competition will be decided based on the following judging formula:



= LONDON WINE COMPETITION SCORE

MEDALS SCORE



95 - 100
POINTS



80 - 89
POINTS



70 - 79
POINTS

AWARDS

- ▶ Wine Of The Year
- ▶ Winery Of The Year
- ▶ Best In Show Wine
(By Country Category)
- ▶ Best In Show Wine
(By Varietal Category)

A separate weighted score will be given for each of the three parts of the judging process. Quality gets twice the weight. The scores will be calculated with other judges for the same product on the team to give a final score from which individual prizes will be awarded.

Quality Score:

will be marked out of 100

Value Score:

will be marked out of 100

Package Score:

will be marked out of 100

- ▶ Best Wine of the Year
(By Quality)
- ▶ Best Wine of the Year
(By Value)
- ▶ Best Wine of the Year
(By Packaging)



CONTACT US

For additional questions on the LWC, including details on how to become part of the competition, please contact us.

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BEVERAGE TRADE NETWORK

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COMPETITION