

Aussies take on the Peoples Choice Awards in the UK and WIN

Four Australian wineries have come home winners from the United Kingdom's People's Choice Wine Awards, which was hosted virtually for the first time on its YouTube channel, due to the national covid lockdown.

The Australian award winners were Bird in Hand for its 2020 Sparkling Rosé for Best Sparkling Wine Rest of the World;

Kylie Minogue Margaret River Chardonnay 2019, created with Howard Park's chief winemaker Janice McDonald; Treat Yourself White category

McGuigan Shortlist Riesling 2019; Vintage for Pass the Crackers

Taylors Wines: Aldi special release Shiraz 2018, St Andrews Cabernet Sauvignon 2018 and St Andrews Shiraz 2018; Fire up the barbie, Red for Hearty Meals and Treat Yourself Red respectively.

"The awards have really captured the imagination of the wine trade in the UK and is the only competition to involve enthusiastic consumers in the judging process in round one (assisted by members of the trade), with the round two professional panel consisting of prominent wine journalists, broadcasters and bloggers classed as 'modern drinks communicators' - a perfect match for the competition, which aims to take the stuffiness out of the awards process,"

said founder Janet Harrison.

"It is also the only competition to focus on 'wine drinking moments' with categories which reflect the occasions when consumers need to buy wine. This gives a great marketing hook for suppliers and retailers and also makes wine medals easier to understand and accessible to those looking for a great bottle or carton," she said.

"With submission numbers doubling year-on-year, it is starting to look like a wine competition suppliers and retailers really want to be a part of."

"It really wouldn't suit the ethos behind the awards to have a black-tie dinner at a five star hotel! We create a relaxed atmosphere where everyone can have fun, mingle with their peers and consumers and, in more normal times, get to taste the shortlisted wines at the event," said co-director Judy Kendrick.

The People's Choice Wine Awards is the only UK-based national competition dedicated to and judged by wine consumers with help and support from industry professionals. They are designed to accurately reflect how the average drinker chooses and enjoys wine.

The full list of winners and Gold Commendations can be found here: <https://peopleschoicedrinksawards.com/>





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The People's Choice Wine Awards was created in 2017 by Janet Harrison of Cracking Wine and Judy Kendrick, MD of 'common sense' wine marketing consultancy JK Marketing.

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The award categories reflect the buying decisions of the average consumer and cover all types of wines and occasions. Submission numbers to the competition have grown 100% year on year.

2021 Sponsors

Yang Sing, The Buyer, Smurfit Kappa, Wines of Portugal, Loft Interiors, Lanchester Wines, Mid Week Wines, The Best Life Project, Graze Delicatessen, The Comedy Store, The Three Drinkers, Double Dutch Drinks, Manchester Rum Festival.

Entries and consumer judges

First-round judges are enthusiastic everyday wine and now spirits consumers selected by an online application process. Each judging table has an industry representative who guides them through the tasting process.

Expert Round 2 judges:

A select few 'supertasters' are selected to go through to join the round two panel, which consists of wine broadcasters and journalists as well as prominent wine bloggers.

Manchester-based: Whilst attracting entries from all over the UK and from wine producers the world over, the awards are Manchester-based and run. The 2019 and 2020 awards ceremony took place at Manchester's Comedy Store.

