

WHY THE PEOPLE'S CHOICE DRINKS AWARDS SHOULD BE PART OF YOUR MARKETING PLAN

"The People's Choice Drinks Awards do exactly what they say on the tin. The only major UK-based awards scheme that involves consumers and professionals at each stage of the judging process."

Richard Siddle, The Buyer



"Great to see a competition that recognises the importance of what our consumers enjoy."

Paul Schaafsma, Benchmark Drinks

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UNIQUE CONSUMER 'DRINKING OCCASION' FOCUS RELEVANT TO ON AND OFF TRADE

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- This competition is **different** – it isn't about the grape varieties, countries of origin or particular spirit, this is all about the opportunity or occasion.
- Each category represents a **'drinking moment'** – something that really resonates with the average consumer and the reasons they buy.
- From Easy Weekday to Dinner Party wines; Fire up the BBQ and War of the Rosés in the wine awards; to Rum: Cocktail Hour in the spirits competition, the categories are designed to be **inclusive and relevant** to all part of the drinks trade.
- **On-Trade categories for 2026:** Best House Wine and Sommeliers Choice categories have been added due to demand from the on-trade. We've also introduced On-Trade Supplier of the Year to both the wine and spirits Retailer of the Year Awards categories.
- Your drinks are assessed by industry professionals AND consumers, with valuable feedback available from both sets of judges.



WINE CATEGORIES

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ON AND OFF TRADE

Mindful Drinking

Alcohol free <0.5%
Light & easy <11%

Easy Weekday

Sparkling | White |
Red

Beyond Bottles - alternative packaging

White | Red

Fire up the BBQ

White | Red

Big Night In

White | Red

Dinner Party

Sparkling | White | Red

Climate Friendly - sustainable/ organic accreditation

White | Red

Best House Wine

On-trade focus

Aromatic & Asian Cuisine

White | Rosé

Buyers Choice - own/private label

White | Red

Stylish Buys - best packaging & design

Sommeliers Choice

On-trade focus

Rosé all Day

Pass the Crackers

SPIRITS CATEGORIES

UNIQUE CONSUMER 'DRINKING OCCASION' FOCUS

Alcohol-free Zone

Max abv 0.5%

Ready to Drink

Cocktail hour

Aperitivo time

Vermouths & aperitifs

Cocktail hour

Tequila & Mezcal
Gin
Rum
Liqueurs

Treat Yourself +£35

Tequila
Vodka
Rum

Out of the Ordinary

Gin

Easy Weekday

Vodka
Gin

Spice up your Life

Spiced rum

Festive Celebration

Cream liqueurs

Treat yourself +£45

Scotch Whisky

The best of GB & Ireland

Whisky/whiskey

Around the world

World whiskies

JUDGING PANELS: 30% PROFESSIONALS AND 70% CONSUMERS

- The judging panels are a combination of 30% **professionals** and 70% **consumers**. The judging is held at the **WSET School** in London as our venue partner.
- This puts consumers at the **heart** of the competitions, helping everyone involved to better understand what consumers want from different drinks and occasions.
- The consumer judges are selected via a thorough application process. Of the successful applicants, **80% hold WSET qualifications** at all levels, including diploma students.
- They are guided through the judging by professionals, ensuring a **rigorous process**.
- **Trade judges** include respected wine buyers, sommeliers, importers, retailers and drinks journalists.
- All wines and spirits are **blind tasted** and judged on a points-based scoring system within their category. They are assessed on aroma and flavour; balance and quality; suitability for the category and value for money.



Kate Goodman judging BiB wines



Consumers and professionals judging together



Victoria Anderson, Chris Dee and Jo Taylorson

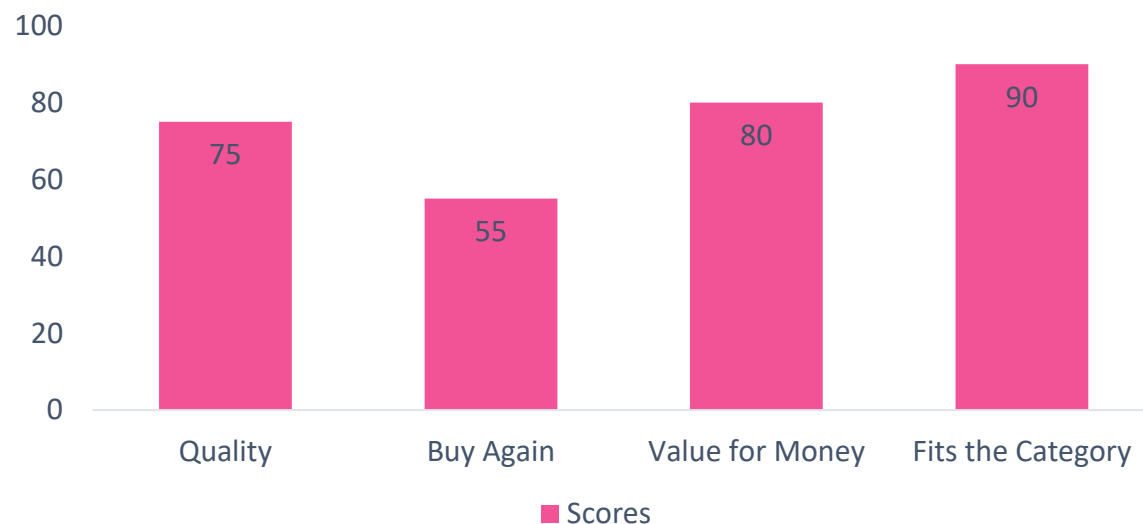


Spirits panel chair Sam Simmons: Atom Brands

DETAILED CONSUMER & TRADE FEEDBACK INCLUDED WITHIN SUBMISSION FEE

- Introduced in 2025, we provide additional **detailed feedback** on each wine and spirit entered, with valuable insights into the scores allocated which can be used to help secure listings.
- Judges' comments are also provided to give insight into both consumer and trade **opinions**.

Feedback from scoring



"Spices and vanilla, crunchy tannins, excellent! High price point is not a problem"



Stellar - quality comes through all the way!



Open up the windows to a sunny Summer day and look forward to this for lunch.

Examples of consumer and professional feedback from judging sheets

RELEVANT FOR ALL TYPES OF BUSINESSES

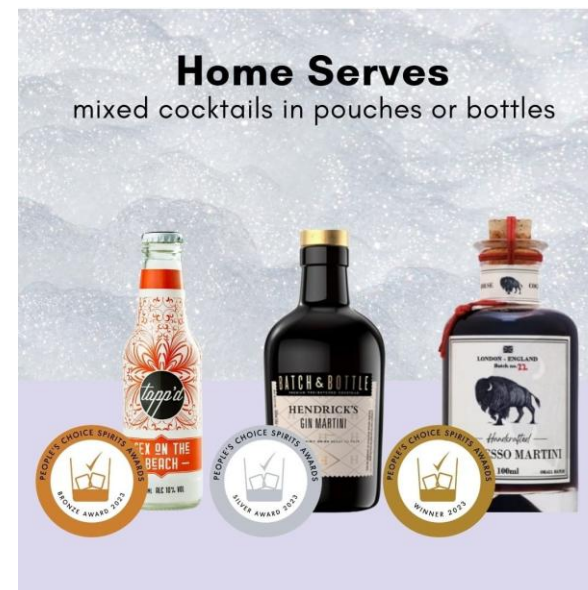
- The PCDA is relevant for:
- **Retailers:** large and small, national and local, online and bricks and mortar
- **On-Trade Suppliers:** to restaurants, bars and hybrid bottle shop/wine bars to be able to sell the story behind the bottle, box or can
- **Importers and distributors:** to make your products stand out in a sea of competitions.
- **Producers or suppliers** looking for consumer endorsement and new trade listings.
- **Discounted trade publicity** is available through our official media partner, The Buyer, with 20% discount from their Supplier Partner Package (for companies not already working with The Buyer) and online advertising.



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VALUABLE EXTRAS INCLUDED IN ENTRY FEE

- **Website listing** with finalist *and* medal winners featured on the website.
- **Publicity for finalists and winners** a listing for the trade in The Buyer Magazine and dedicated drinks features in national newspapers including the Daily Express and regional Reach publication titles, among others.
- **PCDA YouTube channel** and social media channels featuring producers, sponsors and drinks promotions.
- **Free artwork for medals** with free access to artwork (including artwork to produce stickers) to promote your success, boost sales and raise awareness.
- **Exciting and fun Manchester Awards ceremony** announcing the wines and spirits results, including networking with the trade in an informal atmosphere with great food and fantastic live music.
- **PR Support** with a free consultation available for finalists and winners.





Get in touch with the team to find out more
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