

people's choice  
drinks awards ✓



Incorporating:



people's choice  
wine awards



people's choice  
spirits awards

# SPONSORSHIP OPPORTUNITIES 2020/21

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# People's Choice Drinks Awards incorporating:



people's choice  
spirits awards



people's choice  
wine awards

## CONTENTS:

- Introduction
- About the Awards
- Key features of the event
- How it works
- Categories
- The audience
- Media coverage
- Sponsorship opportunities
- Sponsorship benefits, prices and principles
- Trade Advisory Panel
- Next Steps

# Introduction

- The People's Choice Drinks Awards now run two competitions, The People's Choice Wine Awards (founded in 2017) and the People's Choice Spirits Awards (founded in 2020).
- For the 2021 Awards, both competitions will be run alongside each other – including the judging session dates and the Awards ceremony itself.
- This is your opportunity to be part of the only national drinks Awards dedicated to and judged by consumers. With unique categories which reflect why, where and when people buy wines and spirits, the competitions are modern, exciting and authentic.
- With growth in submissions of over 100%, year on year (PCWA) and an impressive range of both consumer and trade press coverage, there has never been a better time to align your brand with the Awards *everyone* is talking about.

*"The People's Choice Wine Awards is already shaking up the way national wine competitions are run and what the winning wines mean to the consumers expected to buy them"*

- Richard Siddle: Editor, The Buyer



# About the Awards

- Created by Janet Harrison and partnered by Judy Kendrick, a great team with decades of experience in organising drinks trade and consumer events, PR and communication.
- Judged in the North West in November 2020, with the Awards ceremony held in the North West on Monday 8<sup>th</sup> February 2021 at The Comedy Store, Deansgate Locks Manchester.



# A selection of companies and brands involved



# Key Features

- Unique categories representing 'drinking moments' and how people buy their wines and spirits.
- Submissions for judging from a wide range of sources: supermarkets, producers, importers, online retailers, and independent drinks retailers.
- Wine Awards founded in 2017, growing at 100% per annum. Spirits Awards launched in July 2020 for 2021 Awards.
- Partnerships with leading industry organisations, including WSET (the world's leading wine and spirits education body), The Wine Gang, *The Three Drinkers* (Amazon Prime) and Channel 5's *The Wine Show*.
- Access to extensive drinks trade and consumer databases.
- Established social media presence through all channels and reach of over 200,000 directly and via our media partners, judges and bloggers.
- Official trade media partner with The Buyer, the premium online trade magazine for decision makers in the drinks business.
- Newly created podcast 'Open Up & Pour' and dedicated YouTube channel.



*"Great to see a competition that recognises the importance of what our consumers enjoy!"*  
Paul Schaafsma, Benchmark Drinks

# How it works

## The process to find our winners 2020/2021



- **July:** Producers and suppliers from around the world are invited to submit wines and spirits for the competition, relevant to individual categories.
- **August:** The competition opens, via an online application process, for consumers to become round 1 judges
- **October:** Online voting opens for:
  - Best Supermarket
  - Best Online Retailer
  - Best Independent Retailer
- All those submitting wines can enter a special video competition 'Wine Passion, The Story Behind the Label', which has a live audience vote on the Awards night.
- All submissions and voting close at the end of October.
- **November:** The judging takes place, in Manchester, over two days. Each table of round 1 judges has assistance from industry representatives and assesses the wines and spirits according to a points-based scoring system. They compile a shortlist in each category.
- Round 2 judges who form our expert panel, are joined by a number of 'supertasters' (the best amateur judges from the previous session). They select the winners, from the shortlist, using the same scoring system.
- **December:** Finalists are announced and promoted.
- **February 2021:** The winners are revealed at the awards ceremony.

*"I am writing to thank you for a fantastic day and to reassure you that all your hard work was much appreciated. It was a great day enjoyed by all with whom I talked. It was the first time I had been involved in such a venture and hopefully will not be the last. There is clearly a need for such an event judging by its growth and the number of wines submitted. It is obviously a respected competition in the industry". Round 1 judge 2019*



Sumita Sarma



Helena Nicklin



George Bergier



Mike Turner & Nik Darlington



Brian Elliott & Peter Ranscombe



Amelia Singer & Kate Goodman

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## Judging Panels

- **Round 1:** judged by hand-picked wine and/or spirits knowledgeable consumers, with each table headed up by two professionals from the drinks industry. This panel produces the shortlist.
- **Round 2 (a selection pictured):** judged by professionals. These friendly experts are all fantastic drinks communicators with dedicated followers and a strong desire to make wine and spirits more accessible to the average consumer. They produce the list of winners from those shortlisted in Round 1.
- Wines and spirits are judged using a points-based scoring system and blind-tasted. They are rated according to the description of the category and on various quality markers.

# 30 Wine Categories

*Unique categories which reflect 'drinking moments'*



1. Mindful Drinking (no/low alcohol wines)
2. Fabulous Fizz: Best Sparkling Wine UK
3. Fabulous Fizz: Best Sparkling Wine Rest of World
4. Fabulous Fizz: Best Champagne - **SOLD**
5. Big Night In
6. The Great Outdoors (for festivals and parties)
7. Food Friendly Wines: White for Easy Weekday Meals
8. Food Friendly Wines: Red for Easy Weekday Meals
9. Food Friendly Wines: Whites for Aromatic & Asian Cuisine - **SOLD**
10. Food Friendly Wines: Red for Hearty Meals
11. Fire up the BBQ
12. New To Market: wines seeking representation in the UK: White – **SOLD**
13. New to Market: Red – **SOLD**
14. New to Market: Sparkling
15. New to Market: Fortified
16. War of the Rosès
17. Boxing Clever (Bag in Box wines) – **SOLD**
18. Vegan Friendly
19. Bargain Buys - **SOLD**
20. Back to Nature (organic & biodynamic wines)
21. Pass the Crackers (wines to go with cheese)
22. Treat Yourself (premium wines at a higher price point): White
23. Treat Yourself: Red
24. Sweets for my Sweet (dessert wines)
25. Heavy Duty (fortified wines)
26. Out of the Ordinary – **SOLD**
27. Retailer of the year: Best Supermarket
28. Retailer of the year: Best Online Wine Merchant
29. Retailer of the year: Best Independent Wine Merchant - **SOLD**
30. Wine Passion, The Story Behind the Label – **SOLD**

# 8 Spirits Categories

*Unique categories which reflect 'drinking moments'*



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## GENERAL CATEGORIES (Across all spirits)

1. **Mindful Drinking:** No and Low ABV, across all spirits, with low or no alcohol
2. **Out of the Ordinary:** Celebrating the best in innovative and unusual spirits or producers who are 'breathtakingly different' - **SOLD**

## GIN

3. **The Classic G&T:** Classic Gin to match with classic tonic! Excluding flavoured Gins
4. **Gin Fusion:** Flavoured Gin infused or distilled with fruits or exotic ingredients

## RUM

5. **Spice up Your Life :** Spiced and flavoured rums –Including white rums
6. **On the Rocks:** Searching for the best in 'sipping' Rums - **SOLD**

## WHISKY / WHISKEY

7. **Treat Yourself :** Premium Whisky/Whiskeys for celebrations, treats and impressing the in-laws!
8. **Easy Weekday Whiskies/Whiskeys:** Easy drinking, including blended Whiskies/Whiskeys.



# The audience at the awards ceremony

- The PCDA is **the only national drinks awards ceremony to be held outside London.**
- The ceremony is attended by respected buyers, PR agencies, sponsor companies, wine and spirits influencers, including food and drink bloggers, journalists and our judges.
- The results are shared live on social media.
- The event is professionally filmed and edited. Filmed content, including interviews with suppliers and sponsors, is shared on our branded YouTube channel.
- Two prominent food and drink broadcasters present the Wine Awards at our exceptional ceremony: **Amelia Singer**, a presenter on Channel 5's *The Wine Show*, and **Kate Goodman**, ex *BBC's Food and Drink* and owner of Reserve Wines with 5 locations in the North of England.
- The 'Three Drinkers' present the Spirits Awards. Aidy Smith, Helena Nicklin and Colin Hampden-White's Amazon Prime drinks series is now available in 167 countries and territories worldwide and in 39 languages.

*"It's hard to capture just what a great night out the People's Choice Drinks Awards is unless you go for yourself"*

Richard Siddle, The Buyer



# The Wider Audience: 1

Combined databases and reach:

- 30,000 producers around the world
- 4,500 UK on and off-trade (including importers, buyers and press)
- 20,000+ consumers (including partner companies)
- 200,000+ social media reach, including judges and partners
- 41,000 unique users per month (trade media partner)

The award-winning Private Eye cartoonist, **Tony Husband** is part of our team creating unique limited edition signed cartoons as prizes for our lucky winners. *White wines for Aromatic & Asian Cuisine cartoon shown left.*

Winning wines and spirits are taken to The Wine Gang events (our official event partner) bringing together thousands of drinks lovers around the UK. 'The Gang' includes:

- Anthony Rose: Contributor to Decanter Magazine and Financial Times
- David Williams: Wine correspondent for The Observer
- Joanna Simon: Wine correspondent for The Sunday Times

# The support you need to put your brand in the public eye

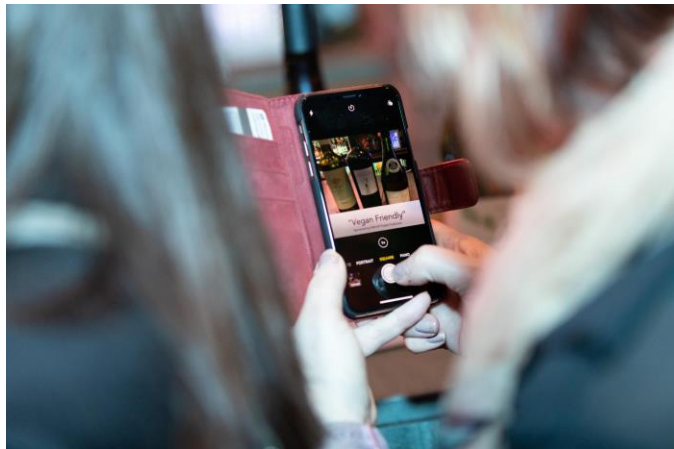


- **DIRECT TO CONSUMER MARKETING:** Winning wines and spirits are showcased at 2 major events run by our consumer events partner, The Wine Gang, in London and Leeds. Sponsors have a further opportunity to be present at these events or run promotional offers.
- **NEWSLETTERS:** Monthly newsletters are sent to both our trade and our consumer databases – great opportunities to promote your brand as part of a sponsorship package.

# The Wider Audience: 2

- Exclusive competitions are created and shared alongside WSET (our official education partner and the worlds leading wine and spirits education body). It has over 15,000 followers on social media and tens of thousands of students around the world, making an ideal partner to expand the reach of the Awards and to recruit judges globally.
- Over 300 wine consumers applied to be judges in 2020, from as far afield as Vietnam, USA and Europe.
- Our expert judges and drinks Influencers include:
  - Kate Goodman, owner Reserve wines and ex-BBC Food & Drink presenter
  - Amelia Singer - *The Wine Show*, Channel 5 with presenters including Joe Fattorini and actors Dominic West, Matthew Rhys and Matthew Goode
  - Helena Nicklin, Aidy Smith & Colin Hampden-White- *The Three Drinkers*, Amazon Prime
  - Mike Turner - Please Bring Me My Wine - blogger with 32,000 followers on twitter
- Other new promotional tools:
  - PCDA dedicated podcast 'Open Up & Pour'
  - PCDA You Tube channel
  - PCDA content shared on The Wine Show You Tube Channel (10,000+ subscribers)
  - Social media channels including Twitter, Instagram and Facebook





Year-round  
marketing,  
social media  
graphics and  
engagement  
with impact

A selection of editorial media coverage





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# Sponsorship opportunities

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- **Headline Sponsor:** 1 available
- **Category Sponsorship:** 38 available
- **Experience package:** 10 available
- **Niche packages:** 10 available
- **Bespoke marketing partnerships**

*"As always, you go above and beyond – thank you!" Smurfit Kappa BIB, sponsors of the Boxing Clever category.*

# A selection of 2020 sponsors



# Headline Sponsor: £20,000

*Be the star of the show*



- Naming rights for whole event
- Credit on all promotional mail outs
- Logo with link on website
- 16 tickets to the Awards
- Social media publicity, bespoke graphic and announcements
- Credit on press wall, video content, awards backdrop and AV systems
- Sponsorship of a category and presentation to the winner at the ceremony
- Dedicated press release announcing headline sponsorship
- Editorial piece in The Buyer/consumer publication
- Marketing opportunities at Awards
- Marketing opportunities at subsequent Wine Gang events & all judging sessions
- Unique award asset to use for your own marketing
- Recognition in welcome speech
- Branding on all material
- Pre event marketing
- Spotlight on Open Up & Pour podcast
- A bespoke marketing, research or promotional project managed by the founders of the Awards. Incorporating access to the Trade Advisory Panel (see below)

*"I think you should be very proud of your event and congratulate you for adding something different to the UK wine scene. I definitely benefit from the romanticism attached to wine but to me it will always be a drink to be enjoyed with friends before it is something to be pontificated over. I'm full of praise for people who help break this mysticism and enable the average consumer to drink better wine". Tom Holt, Paso Primero*

# Category Sponsor: £1,500

*38 Unique categories with fantastic marketing potential*



- Credit on all promotional mail outs
- Logo with link on website
- 4 tickets to the Awards
- Social media publicity, bespoke graphic and announcements
- Credit on press wall, video content, awards backdrop and AV systems
- Presentation of an award
- Marketing opportunities at Awards
- Unique award asset to use for your own marketing
- Marketing opportunities at Wine Gang events

*"This is our target audience and very relevant for the type of people we would like to attract to Bents"*

Helen Bent, Bents Garden and Home, sponsor of One Man & His BBQ category

# Experience Package: £5,000

*Be part of the action*



- Category Sponsor benefits as stated
- 8 tickets to the Awards
- Involvement in the Awards process – inviting your team to judge
- Involvement in the Awards process – opportunities for clients
- Opinion piece, competition, or product service offering to our trade/consumer databases via 4 newsletters
- Sponsor or chair a judging team
- Guest slot on 'Open Up & Pour' podcast episode

*"Thank you so much for such an amazing event on Monday. I really had a good time. All awards should be like yours!" Ana-Sofia Oliveira, Wines of Portugal*

# Niche Packages

*An opportunity to shine*



- VIP Room: £1,750
  - Use of the VIP room and private balcony to entertain your guests and clients
  - Tickets, nibbles and drinks for up to 20 people
  - Viewing Awards from the balcony
  - Marketing opportunities at the Awards
  - Presentation of an award
- Drinks Sponsors: POA
  - *Welcome Drink*: a table at reception to showcase your wines or spirits
  - *Celebration Drink*: a celebratory glass of fizz to take into the ceremony
  - Both provide marketing and branding opportunities at the Awards
- Food Sponsorship: POA
  - Providing food for the guests at the Awards
  - Marketing and branding opportunities at the Awards

*"Just wanted to drop you a quick line to thank you for asking us to be a part of your event. We had a blast! It was nice for people to get involved in the end and we had a few enquires as well!"* Matt & Donal

# PCWA Trade Advisory Panel : Experts on TAP

*Please call for customised offering regarding marketing and research projects*

## Introducing the PCWA Trade Advisory Panel Research Projects for sponsors and companies



The People's Choice Wine Awards has brought together some of the most well known and creative personalities from all sectors of the wine business to form a Trade Advisory Panel (TAP).

The purpose is for the panel to be on TAP to advise and offer their experience to research projects undertaken by the PCWA.

If you are a sponsor or a company with a research project in mind we are a professional team with comprehensive UK wine trade, wine producer and consumer reach, and now with the the full support of the expert Advisory Panel to TAP into.

***"You always go above and beyond"***

Jenny Simpkins, Smurfit Kappa: following research project undertaken for Bag in Box

Contact us for more information: [janet@peopleschoicewineawards.com](mailto:janet@peopleschoicewineawards.com)

## TAP into our Expert Panel



# PCWA Trade Advisory Panel



## TAP into our Expert Panel

- **DESIGN AND CREATIVE:** **Lee Middleton**, Creative Director Sense of Place focussing on ideation, name creation, branding, design, packaging and print, innovative thinking and storytelling
- **IMPORTER:** **David Cartwright**, Sales Director Seckford Agencies the PCWA's most successful importer to date. With vast experience in the trade (Freixenet, Moët & Chandon, Percy Fox, Diageo, HwCg) David has specific responsibility for multiples
- **INDEPENDENT:** **Hal Wilson**, Owner of the multi awarded Cambridge Wine Merchants, one of the largest independent retailers in the UK, that continues to expand and innovate
- **ON-LINE:** **Ray O'Connor**, Wine Director of the innovative online retailer Naked Wines has a wealth of experience in wine blending, new product development and range positioning. He is responsible for recruiting winemaking talent and collaborating with them to ensure their success
- **SOMMELIER:** **George Bergier**, Head Sommelier and Wine Buyer for The Chop Houses Group, recognised 3 times for the Wine Spectator Award of Excellence. With over 50 years in service, George has been listed as one of the Top 50 key influencers in the on-trade
- **RESTAURATEUR:** **Bonnie Yeung**, Marketing Director the Yang Sing. Bonnie leads the strategic marketing and development for her family's 40 year old iconic Manchester business which is also home for our Awards judging sessions
- **BOUTIQUE BULK AND SUPPLY CHAIN:** **Mark Roberts**, Director of sales at Lanchester Wines has 20 years experience in the wine industry and has been central to the ongoing premiumisation and supply to the independent off-trade
- **PRODUCER:** **Jacob Leadley** Winemaker, Director and CEO of top quality award winning English Sparkling Wine producer Black Chalk from the Test Valley
- **SUPERMARKET:** **Victoria Anderson**, Wine Buyer at Northern grocer Booths, is responsible for the entire wine category. She has regularly featured in the Top 100 Most Influential in Wine, judged internationally and has recently received a special commendation at the inaugural London Wine Fair's Wine Buyers Awards

## Trade Advisory Panel

## Bespoke Packages: POA *Research and marketing projects with results*

- The directors of the PCDA are well known and highly experienced marketeers - in the last few years winning *Drinks Business* PR Company of the year, *Drinks International* Wine Marketing Company of the year and *IWC* Generic Campaign of the year. They specialise in:
  - Product promotion
  - Marketing
  - Events creation
  - Research projects
  - Focus groups
- Their experience, particularly in the wine sector, is invaluable



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# Next Steps

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- This is your chance to be part of the most exciting and relevant drinks awards in the UK.
- Make the most of the pre-awards promotional activities and secure your favoured package.
- We'd love an opportunity to work with you on something creative and impactful with a serious return on investment.
- Contact:
  - Chris Willcocks [chris@peopleschoicewineawards.com](mailto:chris@peopleschoicewineawards.com)  
+44 7799 132065
  - Janet Harrison [janet@peopleschoicewineawards.com](mailto:janet@peopleschoicewineawards.com)



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*"I think the PCWA is exceptional and an awards programme we are so delighted to be part of"*

Jackie Fast, Rebel Pi and BBC's *The Apprentice* contestant.