

MID WEEK WINES



SPONSORSHIP OPPORTUNITIES: WINE AWARDS 2026

Be part of this exciting competition

- This is your opportunity to be part of the only national drinks Awards to involve enthusiastic and educated wine consumers alongside professional wine judges and drinks professionals.
- Professional judges include prominent drinks broadcasters, sommeliers, retailers, wine educators and respected buyers.
- We have over 25,000 directly opted in wine and spirits consumers on the PCDA database.
- Monthly newsletters are sent to our comprehensive trade database with relevant industry stories as well as PCDA news.
- We have over 5,000 directly opted in drinks industry contacts.
- Sponsors have an opportunity to be part of the judging process.
- Market research projects can be arranged as part of a tailored package, involving consumers and/or trade.
- The informal and fun ceremony, held in Manchester, is a fantastic networking opportunity as well as being the best night out on the Awards circuit!



“For me, competitions grounded in the consumer, like the People’s Choice Drinks Awards can only become more important as shoppers ‘geek up’ and channel their enthusiasm into learning more. After all, they are the ones voting with their spend”

Rachel McCartan Jones, Crate Communications

About the Awards



From left to right Janet Harrison & Judy Kendrick

The People's Choice Drinks Awards runs two competitions, The People's Choice Wine Awards (founded in 2017) and the People's Choice Spirits Awards (founded in 2020). 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. Brief details about the PCDA:

- Judged in London at the WSET in January 2025, the ceremony will be held at New Century in Manchester on 10th March 2025 and will celebrate results for both wine and spirits.
- Unique categories representing 'drinking/buying moments'
- Submissions from a wide range of sources including supermarkets, producers, importers on-trade suppliers and online retailers.
- Partnerships with leading industry organisations and media outlets, including:
 - ✓ **WSET School (part of the world's leading wine and spirits education body)**
 - ✓ **The Buyer - a leading online drinks trade magazine**
 - ✓ **Australian Wine Showcase Magazine**
 - ✓ **Crate Communications, a creative drinks industry PR company in Manchester**
 - ✓ **Sustainability in Drinks**
- Dedicated YouTube channel with filmed content including interviews at the ceremony and shortlisted entries for The Story Behind the Label Video Challenge.



YEALANDS
WINES



Boutinot
WINES



THE
ART SCHOOL
CELLARS

A small selection of companies and brands involved

How it works:

The process to find our wine winners 2025/2026



- **1st July 2025:** Producers and suppliers from around the world are invited to submit wines for the competition, relevant to individual categories.
- **November 2025:** Applications open for consumers and WSET students to become wine judges, alongside drinks professionals
- **30th November 2025:** Submissions close and delivery is required by 30th December.
- **13th & 14th January 2026:** Judging takes place at the WSET in London. The combined panels produce the finalists and winners using a points-based scoring system. All wines are blind tasted, according to the category they are entered for.
- **30th January 2026:** Finalists are announced on the website and promoted via press releases, including a full listing in The Buyer magazine.
- **9th March 2026:** The winners are revealed at the fantastic awards ceremony at New Century in Manchester.

“Those who are involved in the Awards are the sort of people we would like to attract to Bents, it is very relevant for our family-owned business. Helen Bent, Bents Garden and Home (sponsor, Big Night In categories 2024).

A selection of our past hosts and professional judges *(from left to right)*

- Dave Marsland, Manchester Rum Festival and Kate Goodman ex BBC's Good Food and owner of Reserve Wines
- Amelia Singer, Drinks Broadcaster and Kate Goodman
- Victoria Anderson, wine buyer, Booths Supermarkets





The audience at the awards ceremony

- The ceremony is attended by 150 respected buyers, PR agencies, sponsor companies, importers, retailers and journalists . All are prominent members of the drinks trade, across wines and spirits.
- All filmed content is shared on our branded YouTube channel.
- Two prominent wine and spirits professionals present the Awards at our exceptional ceremony. For 2026 this will be Kate Goodman, Reserve Wines and BBC's Good Food wine expert and Dave Marsland, founder of the Manchester Rum Festival.

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

-Richard Siddle, The Buyer



Sponsorship Packages

Manchester Package: From £500
'Bee' an important part of this iconic Manchester event!

- Logo and credit on all local press campaigns in the North West
- 2 free tickets to the Awards
- Creation of a bespoke social media graphic to promote your support
- PCDA web listing with hyperlink to your company website
- Logo on the press wall, used by the official photographer
- Presentation of an award – appropriate to the sponsorship package agreed

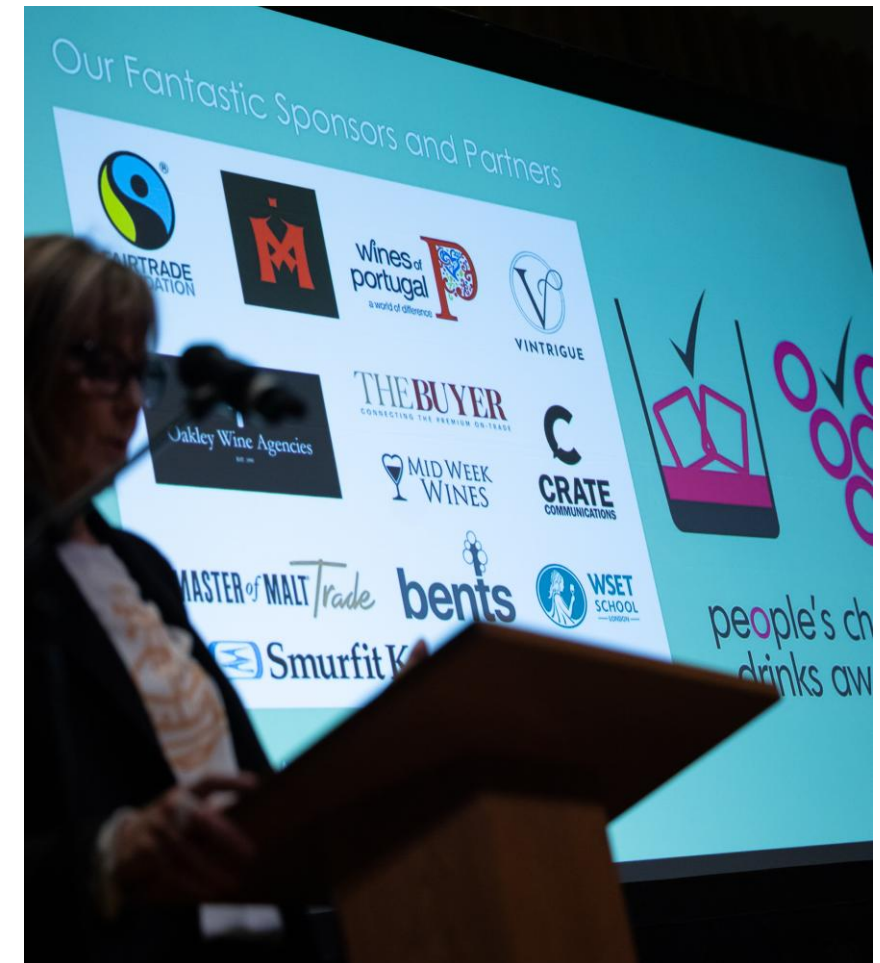
NB This can be tailored to give you the maximum promotional opportunities, please ask for details



Category Sponsor: £1,000

30+ Unique categories with fantastic marketing potential

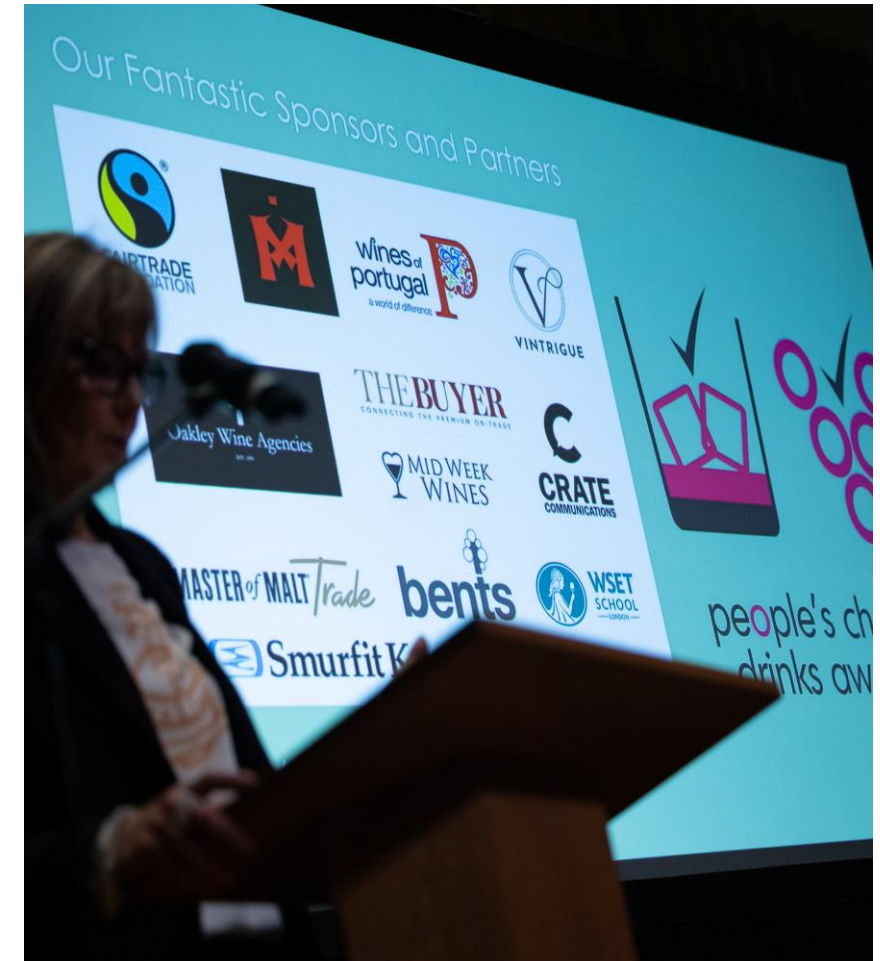
- Credit on all promotional mail-outs and press campaigns
- Logo with hyperlink on website
- 2 free tickets to the Awards
- Social media publicity, bespoke social media graphic and announcements
- Logo and credit on press wall, video content and on-screen presentation
- On stage presentation of your chosen Award category
- Opportunity to put forward an article in the PCDA trade newsletter



Best Retailer and On-Trade Supplier Sponsor: £1,500

5 prestigious categories with additional national promotion

- Credit on **all** promotional mail-outs and press campaigns
- Logo with hyperlink on website
- 3 tickets to the Awards
- Social media publicity, bespoke social media graphic and announcements
- Your company logo, showing support for the category, will be included on the bespoke social media graphic given to each of the shortlisted companies. The graphic will be used across all their social channels to attract UK wide public votes.
- Logo and credit on press wall, video content and on-screen presentation
- On stage presentation of your chosen Award category
- Opportunity to put forward an article in the PCDA trade newsletter



Experience Package: £2,500

Marketing and Promotion or Be Part of the Action!

Category Sponsor benefits as stated and a tailored package costed from the following suggestions:

- Additional 3 tickets to the Awards ceremony
- Opinion piece or product service offering to trade or consumer databases via 2 newsletters, or an exclusive marketing e-mail designed by our management team
- Bespoke research, promotional or marketing project
- Involvement in the Awards process – inviting your team or clients to judge
- Social media competition
- Sponsor or chair a judging team



Winners to your door

CASE OF 12

Graham Norton's Own Shiraz
Botham 76 Series Chardonnay

Normally £120

£99.95
with free UK Delivery

See website for T&C's. Not valid with any other offer.

WINNING CHOICES

www.winedelivered.co.uk



Bespoke Packages: POA

*Creative research and marketing projects
which give you results*

The directors of the PCDA are well known and highly experienced marketers - in the last few years winning The *Drinks Business* Best Drinks Event 2025 for Sustainability in Drinks, The *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 in the drinks sector, will be invaluable in creating, with you, a sponsorship package that gives your company the visibility you want in the sectors you are targeting.

Your Next Steps

This is your chance to be part of the most exciting and relevant Drinks Awards in the UK.

Make the most of the promotional activities and secure your favoured package.

We'd love an opportunity to work with you on something creative and impactful with a great return on investment.

Contact:

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