



# THE SCOTCH WHISKY MASTERS 2020

## RECOGNISING THE MASTERS IN THEIR FIELDS

In May 2020 *The Spirits Business* will stage **The Scotch Whisky Masters** competition in a drive to find and reward the finest Scotch Whisky brands on the world stage. Chaired by *The Spirits Business* and a panel of leading spirits specialists, the whiskies will be judged in a blind tasting, to discover the Scotch Whisky Masters of 2020. Excellence will be recognised by category, age and price point.

Silver, Gold and Master medals will be awarded in each category. The Gold and Master winners will then be judged for the overall title of Scotch Whisky Taste Master 2020

- To enter The Scotch Whisky Masters 2020, you must be one of the following: a brand owner, a producer, a distributor/importer or a retailer
- If you are not the brand owner, you must have written permission to enter the Masters Series
- Awards will be given at the discretion of the judges
- The chairman's decision is final
- Medal winners will receive an official results email in the beginning of June 2020..

#### TO ENTER:

1. Complete the entry form
2. To pay, please include a cheque made payable to Union Press Ltd or provide credit card details on the entry form
3. Forward two samples for each category entered to: Rhiannon Morris *The Scotch Whisky Masters*, Wine Sorted, Little Owl Farm, Main Road, Murcott OX5 2RE UK. *Refunds cannot be given for samples that do not arrive on time.*
4. **Please ensure that all UK duty on samples is pre-paid.** This can be arranged through your shipping company.
5. A high-resolution bottle shot of each product entered must be emailed to [rhiannon.morris@thespiritsbusiness.com](mailto:rhiannon.morris@thespiritsbusiness.com) by the closing date

**Entry Deadline: 15th June 2020**

**Sample Deadline: 25th June 2020**

Rhiannon Morris  
The Spirits Business  
t: +44 (0) 207 803 2430 f: +44 (0)207 803 2430  
[rhiannon.morris@thespiritsbusiness.com](mailto:rhiannon.morris@thespiritsbusiness.com)



OFFICIAL WATERS OF  
THE SPIRITS  
BUSINESS



OFFICIAL TONIC & MIXER OF  
THE SPIRITS  
BUSINESS

# THE SCOTCH WHISKY MASTERS 2020

## Single Grain

Standard (£0 - £25)  
Premium (£26 - £40)  
Super Premium (£41 - £60)  
Ultra Premium (£61+)  
Aged up to 12 years  
Aged between 13-18 years  
Aged between 19-30 years  
Aged over 31 years  
No Age Statement  
Single Cask  
Cask Strength  
Special Edition  
Blended Grain  
Standard  
Premium  
Super Premium  
Ultra Premium  
Special Edition

## Blended Grain

Standard (£0 - £20)  
Premium (£21 - £30)  
Super Premium (£31 - £50)  
Ultra Premium (£51+)  
Special Edition

## Blended

Standard (£0 - £20)  
Premium (£21 - £30)  
Super Premium (£31 - £50)  
Ultra Premium (£51+)  
Aged up to 12 years old  
Aged between 13-18 years  
Aged between 19-30 years  
Aged over 31 years  
No Age Statement  
Special Edition

## Blended Malt

Standard (£0 - £20)  
Premium (£21 - £30)  
Super Premium (£31 - £50)  
Ultra Premium (£51+)  
Aged up to 12 years  
Aged between 13-18 years  
Aged between 19-30 years  
Aged over 31 years  
No Age Statement  
Special Edition

## Single Malt: Speyside

Standard (£0 - £25)  
Premium £26 - £50)  
Super Premium (£51 - £99)  
Ultra Premium (£100+)  
Aged up to 12 years  
Aged between 13-18 years  
Aged between 19-30 years  
Aged over 31 years  
No Age Statement  
Single Cask  
Cask Strength  
Special Edition

## Single Malt: Highlands & Islands

Standard (£0 - £25)  
Premium £26 - £50)  
Super Premium (£51 - £99)  
Ultra Premium (£100+)  
Aged up to 12 years  
Aged between 13-18 years  
Aged between 19-30 years  
Aged over 31 years  
No Age Statement  
Single Cask  
Cask Strength  
Special Edition

## Single Malt: Islay

Standard (£0 - £25)  
Premium £26 - £50)  
Super Premium (£51 - £99)  
Ultra Premium (£100+)  
Aged up to 12 years  
Aged between 13-18 years  
Aged between 19-30 years  
Aged over 31 years  
No Age Statement  
Single Cask  
Cask Strength  
Special Edition

## Single Malt: Lowland

Standard (£0 - £25)  
Premium £26 - £50)  
Super Premium (£51 - £99)  
Ultra Premium (£100+)  
Aged up to 12 years  
Aged between 13-18 years  
Aged between 19-30 years  
Aged over 31 years  
No Age Statement  
Single Cask  
Cask Strength  
Special Edition

## Single Malt: Cambeltown

Standard (£0 - £25)  
Premium £26 - £50)  
Super Premium (£51 - £99)  
Ultra Premium (£100+)  
Aged up to 12 years  
Aged between 13-18 years  
Aged between 19-30 years  
Aged over 31 years  
No Age Statement  
Single Cask  
Cask Strength  
Special Edition

## Flavoured Whisky

## Marketing Campaign\*

## Design & Packaging\*

\*Please note that these categories will be judged in November and are charged as a separate competition.

## CHECKLIST... HAVE YOU DONE THE FOLLOWING?

- Filled in your entry form  Enclosed a cheque or completed credit card details  
 Packed all samples entered (x 2 bottles per entry), duty paid  High-Resolution bottle shots

# THE SCOTCH WHISKY MASTERS 2020

## Product details

If entering more products than this page allows, please print and fill out multiple copies accordingly

### Global Spirits Masters Competition:.....

Please write the name of the competition being entered. For a full list of competitions and categories, go to [www.thespiritsbusiness.com/globalspiritsmasters](http://www.thespiritsbusiness.com/globalspiritsmasters). Please note entry entitles products to be judged in the category specified only. Please ensure your products are entered in the correct categories.

#### Product Name

Name will appear in results printed in *The Spirits Business* magazine. Please provide correct spelling.

.....  
.....

Category Name:.....

Country and Region of Origin:

.....

Name of Distillery (not for publication):

.....

Brand Owner Company (to be printed in results):

.....

Brand's Website:

.....

Age:..... Alcohol content (%abv):.....

Recommended Retail Price (£/\$/€):.....

#### Product Name

Name will appear in results printed in *The Spirits Business* magazine. Please provide correct spelling.

.....  
.....

Category Name:.....

Country and Region of Origin:

.....

Name of Distillery (not for publication):

.....

Brand Owner Company (to be printed in results):

.....

Brand's Website:

.....

Age:..... Alcohol content (%abv):.....

Recommended Retail Price (£/\$/€):.....

#### Product Name

Name will appear in results printed in *The Spirits Business* magazine. Please provide correct spelling.

.....  
.....

Category Name:.....

Country and Region of Origin:

.....

Name of Distillery (not for publication):

.....

Brand Owner Company (to be printed in results):

.....

Brand's Website:

.....

Age:..... Alcohol content (%abv):.....

Recommended Retail Price (£/\$/€):.....

#### Product Name

Name will appear in results printed in *The Spirits Business* magazine. Please provide correct spelling.

.....  
.....

Category Name:.....

Country and Region of Origin:

.....

Name of Distillery (not for publication):

.....

Brand Owner Company (to be printed in results):

.....

Brand's Website:

.....

Age:..... Alcohol content (%abv):.....

Recommended Retail Price (£/\$/€):.....

# THE GLOBAL SPIRITS MASTERS

## Entry Form



You may enter several products on one form, but please submit just ONE entry form per Masters competition. To enter other Global Spirits Masters competitions, please use a new form.

If you are submitting the entry form in writing, please use CAPITAL letters.

Once completed, please send the form, **along with your samples**, to The Global Spirits Masters either by fax or post, using the details below.

Alternatively, you can enter online at [www.thespiritsbusiness.com/globalspiritsmasters](http://www.thespiritsbusiness.com/globalspiritsmasters).

### The Global Spirits Masters

**Wine Sorted,  
Little Owl Farm,  
Main Road,  
Murcott  
OX5 2RE  
UK**

**Fax: +44(0)20 7803 2421**

Please contact Rhiannon Morris at [rhiannon.morris@thespiritsbusiness.com](mailto:rhiannon.morris@thespiritsbusiness.com) or on **+44(0)20 7803 2430** with any questions.

### Contact Details

*Please enter the details of the person/company submitting the entries*

Contact Name:.....

Company Name:.....

Nature of business (distributor/ PR/ producer/etc):.....

Job title:.....

Telephone:.....

Email:.....

Fax:.....

Address:.....

.....

.....

Invoicing address (if different to contact address):

.....

.....

Contact and product information will be kept by The Spirits Business for future reference and to update you on The Global Spirits Masters and The Spirits Business news.

If you do not wish to be contacted by The Spirits Business or The Global Spirits Masters, please tick this box

If you do not wish to be contacted by third party companies, tick this box

<b>For office use only</b>
Entry No:..... GSM category:.....
No. of entries:..... Date received:.....
Payment:.....

### Payment details

The cost of entry is £195+VAT for the first entry, and £155+VAT for each additional entry made into the same Global Spirits Masters competition. Additional entries to other competitions will be considered as separate.

Each category entered is considered an additional entry.

Please allow enough time for your samples to reach us.

Refunds cannot be offered for late samples.

See [www.thespiritsbusiness.com/globalspiritsmasters](http://www.thespiritsbusiness.com/globalspiritsmasters) for entry deadlines.

Medal artwork will be provided free of charge in JPG, PDF or PNG format. For a quote to supply high resolution medal artwork please contact Rhiannon Morris at [rhiannon.morris@thespiritsbusiness.com](mailto:rhiannon.morris@thespiritsbusiness.com) or on **+44(0)20 7803 2430**

**VAT Number:**.....

*Companies within the UK add VAT at 20%. Companies in the EU and outside the EU, do not include UK VAT with your entry.*

Total entry fee enclosed:.....

Number of products entered:.....

### Pay by card

Please charge £..... to my

Visa  Mastercard  AMEX

Card no: .....

Expiry date: ...../..... Issue no: .....

3-digit security code: .....

*Credit card transactions will be taken in UK sterling at the current exchange rate.*

### Pay by cheque

Cheques made payable to Union Press Ltd

### Pay by BACS transfer

Bank Name: HSBC, 73 High Street, Watford, WD17 2DS, UK

Account name: Union Press Ltd

Account number: 32069385

Sort code: 40-45-27

IBAN: GB39HBUK40452732069385

BIC: HBUKGB4109N

SIGNATURE:.....

DATE:.....

### CHECKLIST... HAVE YOU DONE THE FOLLOWING?

- Completed your entry form  Emailed high-resolution bottle shots
- Enclosed a cheque or completed credit card details
- Packed 2 bottles per entry (duty paid)

**The Scotch Whisky Masters**

**Rhiannon Morris**

**Wine Sorted,**

**Little Owl Farm,**

**Main Road,**

**Murcott**

**OX5 2RE**

**UK**

**T: +44 (0)20 7803 2430**