THE SCOTCH WHISKY MASTERS 2021

RECOGNISING THE MASTERS IN THEIR FIELDS

In May 2021 *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 2021. 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 2021

- To enter The Scotch Whisky Masters 2021, 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 be receive an official results email in the beginning of June 2021..

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** by the closing date

Entry Deadline: 29th April 2021

Sample Deadline: 2nd May 2021

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

TŶ NANT NATURAL MINERAL WATER
OFFICIAL WATERS OF THE SPIRITS BUSINESS

THE SCOTCH WHISKY MASTERS 2021

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 seperate 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 SPIRITS BUSINESS

THE SCOTCH WHISKY MASTERS 2021

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. 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.

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** 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 ☐

For office use only

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 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** 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