THE WORLD WHISKY MASTERS 2021

RECOGNISING THE MASTERS IN THEIR FIELDS

In July 2021, *The Spirits Business* will stage **The World Whisky Masters** competition in a drive to find and reward the finest World Whisky brands on the world stage. Chaired by *The Spirits Business* and a panel of leading spirits specialists, the World Whisky will be judged in a blind tasting, to discover the **World Whisky Masters of 2021**. Excellence will be recognised by category.

Silver, Gold and Master medals will be awarded in each category. The Master winners will then be judged for the overall title of World Whisky Taste Master 2021.

- To enter The World 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 August 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: Núria Puertos Ahuir, ***The World Whisky Masters***, Union Press Ltd, Wigglesworth House, 4th Floor, 69 Southwark Bridge Road, London, SE1 9HH, 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 **lucy.robinson@thespiritsbusiness.com** by the closing date

Entry Deadline: 28th June 2021

Sample Deadline: 2nd July 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 WORLD WHISKY MASTERS 2021

Categories

(please write the category on the details page)

ASIA (Excluding Japan and India)

Single Malt
Standard (Up to and including £20)
Premium (£21-£50)
Super-Premium (£51+)

Blended
Standard (Up to and including £20)
Premium (£21-£50)
Super-Premium (£51+)

Single Grain
Standard (Up to and including £20)
Premium (£21-£50)
Super-Premium (£51+)

AUSTRALASIA

Single Malt
Standard (Up to and including £30)
Premium (£31-£70)
Super-Premium (£71+)

Blended
Standard (Up to and including £20)
Premium (£21-£30)
Super-Premium (£31+)

Single Grain
Standard (Up to and including £25)
Premium (£26-£50)
Super-Premium (£51+)

CANADA

Standard (Up to and including £25)
Premium (£26-£40)
Super-Premium (£41+)

EUROPE (Excluding Ireland and Scotland)

Single Malt
Standard (Up to and including £25)
Premium (£26-£50)
Super-Premium (£51+)

Blended
Standard (Up to and including £20)
Premium (£21-£40)
Super-Premium (£41+)

Single Grain
Standard (Up to and including £25)
Premium (£26-£50)
Super-Premium (£51+)

INDIA

Single Malt
Standard (Up to and including £30)
Premium (£31-£40)
Super-Premium (£41+)

Blended
Standard (Upto and including £15)
Premium (£16-£25)
Super-Premium (26+)

Single Grain
Standard (Up to and including £30)
Premium (£31-£40)
Super-Premium (£41+)

JAPAN

Single Malt
Standard (Up to and including £50)
Premium (£51-£100)
Super-Premium (£100+)

Blended
Standard (Up to and including £40)
Premium (£41-£80)
Super-Premium (£81+)

Single Grain
Standard (Up to and including £40)
Premium (£41-£80)
Super-Premium (£81+)

SOUTH AFRICA

Single Malt
Standard (Up to and including £20)
Premium (£21-£40)
Super-Premium (£41+)

Blended
Standard (Up to and including £15)
Premium (£16-£35)
Super-Premium (£36+)

Single Grain
Standard (Up to and including £20)
Premium (£21-£40)
Super-Premium (£41+)

Marketing Campaign*

Design & Packaging*

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

THE WORLD 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.

.....

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Category Name:.....

Country and Region of Origin:

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Name of Distillery *(not for publication):*

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Brand Owner Company *(to be printed in results)*:

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Brand's Website:

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

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

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

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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

YYYou 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
Wigglesworth House, 4th Floor
69 Southwark Bridge Road,
London
SE1 9HH
UK

Please contact Rhiannon Morris **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 £150+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 World Whisky Masters
Núria Puertos Ahuir
Union Press Ltd
Wigglesworth House, 4th Floor,
69 Southwark Bridge Road,
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T: +44 (0)2078032431