THE SPIRITS BUSINESS

THE GLOBAL SPIRITS MASTERS



MARKETING TOOLKIT



THE SPIRITS BUSINESS

THE GLOBAL SPIRITS MASTERS INTRODUCTION



The Spirits Business is the only international trade publication dedicated to spirits, bringing you the latest news, insights and world-class events.

Since 2008, The Global Spirits Masters has been recognising excellence in spirits production to give brands much-needed differentiation in a crowded market. The blind-tasting series spans all categories, from the giants such as vodka and Scotch whisky, to niche and up-and coming sectors like no-alcohol and pre-mixed products.

What sets us apart from other competitions on the market is that our esteemed judges have no brand affiliations, guaranteeing independent assessments by expert journalists, retail buyers, bartenders and educators.

The Global Spirits Masters is split into multiple categories to make sure each entrant is given due care and consideration. Judges can award Silver, Gold and Master medals, as well as additional trophies for outstanding excellence.

It is incredible to see the level of creativity, innovation and new product development that graces the competition year after year. And I look forward to chairing this year's competitions and rewarding the best products the spirits world has to offer.

Melita Kiely
Editor of The Spirits Business

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The Global Spirits Masters - Promoting Your Success

The Spirits Business has a multitude of resources available for you to get the most out of your medal win. Of course, you'll always benefit from having your results listed in our print magazine as well as online, but we can also help you promote your success further.

What we do to promote your success

- We publish the results from every single competition in The Spirits Business magazine, meaning you benefit from our global readership of over 50,000 spirits professionals worldwide
- All results are featured online at thespiritsbusiness.com, which reaches over 379,000 unique users each month
- We supply all medals with high-resolution medal artwork to use across all marketing communications. Certificates and tasting notes are also available on request.
- Selected medal-winning spirits are highlighted across our social media platforms and featured in our newsletter, reaching a further 20,000 subscribers.

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THE **SPIRITS** BUSINESS
What you can do to promote your success further

- **Foil bottle stickers** are available to purchase on **thespiritsmasters.com** which highlight your achievement in The Global Spirits Masters series. This is a great way to set your spirit apart on store shelves and back-bars across the world.
- Follow The Spirits Business' **social media guide** on how to promote your medals online (page 5)
- Use the **press release template** in this marketing toolkit to share your success with your network (page 6/7)
- Showcase your award-winning entries through the various **event opportunities** available to you as a medal winner. You can partner with us as an exclusive or official sponsor of any of the events on our jam-packed schedule.
- Collaborate with us for **editorial, digital and print** opportunities (page 10 - 11)
- **Keep the ball rolling!** Why not enter your portfolio in another competition in The Global Spirits Masters series? We have a huge range of tastings covering multiple categories throughout the year. Check out our full schedule or get in touch to discuss your personalised awards strategy (page 8)

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The Global Spirits Masters - Promoting Your Success on Social Media

Social media is one of the most effective spaces to showcase your medal wins from The Global Spirits Masters series of blind-tasting competitions and grow brand awareness through exposure to consumers and the trade alike - tag @thespiritsmasters and @spiritsbusiness and we'll share your post! Here are some ideas for growing your social media channels:

Content Ideas

- **Awards updates:** Sharing any awards that you've won is a great way of boosting brand image, and certifies your brand as a leader in industry excellence. Not only will your consumer followers love to see how you stand out from the crowd, but sharing any accolades on social media will also put you on distributors', marketers' and other industry professionals' radars.
- **Meet the team posts:** People love to see people, and your followers are no exception! Getting to know members of your team will help grow your brand's story and also help your community get to know you on a more personal level. Personalised connections will help strengthen community relationships and help to grow your brand among both consumers and the trade.
- **Pictures from events,** both behind the scenes and professional shots: Shots from events and behind the scenes are a useful way of putting faces to a brand and help give followers a further insight into day-to-day goings on. This all helps to create a brand story and followers love to see faces. Images from events also help to express to other trade accounts that you are active within the industry and could generate leads for future events.
- **Industry news:** Industry news is always worth posting about, especially if your brand is being mentioned or celebrated. Keeping the conversation going around industry news helps to build buzz and has a direct positive impact on the industry as a whole. Remember to hashtag key trends and conversations and tag relevant figures.
- **Cocktail recipes**: Cocktail recipes are a great way to generate product focused content without over relying on bottle shots. Consider creating your own recipes, or reposting from cocktail accounts and brands that you have a good relationship with. Encourage follower interactivity by asking followers to share their creations with you. Sharing followers' content in stories is an easy way to increase engagement.
- **Food pairings:** Food pairings are another useful way of creating product-centric content, without over relying on bottle shots. Again, a great opportunity for follower engagement by asking followers to share their own favourite pairings etc. Food & spirit pairings can generate interesting content which contrasts with the more expected food & wine pairings.

User Generated Content (UGC)

- **User generated content (UGC):** Reposting from other accounts is useful when you have limited resources for content creation, it is also a great way to interact with your community. Ideally, you need to seek permission before reposting content by DM or commenting on the original post. Always give credit to the original account by tagging them and giving 'photo credit' in the caption. Encourage your followers to create UGC through competitions, reinterpretations and campaigns - making it clear that entries will be used on social media bypasses the complications with seeking permission afterwards.

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The Global Spirits Masters - Promoting Your Success on Social Media

Campaigns

The use of rolling campaigns helps to create consistency in content, as well as reaffirm a particular brand message through multiple iterations of this message across your channels. Not only do ongoing campaigns create brand tangibility and awareness amongst followers by association of the brand with a particular message, but are a great way of growing a brand image and story. Campaigns can be a great way of tying in user generated content as well.

Competitions and Giveaways

Competitions and giveaways are a useful way of extending your account's reach and boosting interaction levels by encouraging users to share or interact with the post as a means of entering the competition. They don't take too much organisation, and can double up as a great means of promotion for another activity that you are currently running. For example, if you have an event coming up, why not run a giveaway for a couple of tickets? You can also put some money behind these types of posts to give your exposure levels that extra boost!
**Before running any competition or giveaway involving alcohol, it is important that you research any restrictions surrounding alcohol on social media, particularly in countries where it's advertisement and promotion are heavily restricted.

Useful Hashtags (in addition to brand specific hashtags)

#thespiritsmasters #thespiritsbusiness #spiritscompetition #spiritsjudging #spiritsindustry #blindtasting #rumtasting #vodkatasting #whiskytasting #whiskeytasting #gintasting #brandytasting #cognactasting #rtdcocktails #rtddrinks #premixedcocktails #premixeddrinks #spiritscollection #spiritslovers #spiritscollector #mixology #mixologist

Tips & Tricks

- Plan content ahead of time; sometimes it can be useful to create a social media calendar which is planned 1 - 2 months in advance
- Find the best time of day for your interaction levels to post
- Keep content consistent in style and messages
- Be aware of how your page looks when planning which images to use (if applicable) - your homepage should visually reflect your brand
- Optimise extra features such as highlights, reels and stories

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The Global Spirits Masters - Press Release Template

Below you can find a template for one idea of the sort of press release that you can send out to the press and your network to showcase your results. Other ideas could include inviting the trade and/or consumers to discover your award-winning spirit at a trade/consumer show, or a seasonal press release which showcases your award-winning spirit as a top choice for a season or holiday.

Brand Logo



THE GLOBAL SPIRITS MASTERS

The World's Most Highly Regarded Series of Blind Tasting Competitions

XXX (brand) awarded XXX (medal) at The XXX (category) Masters, 2021

Day, date, month 2021 – In XXX (month of competition), XXX (brand) took home XXX and XXX medals for XXX & XXX (entries) in The XXX (category) Masters 2019, part of The Global Spirits Masters series chaired by The Spirits Business.

This XXX (month), a panel of impartial judges gathered in London to blind taste a selection of the year's most exciting XXX (spirit)…. *(about the series/ description of process/ interesting facts)*

Only the best in class are awarded medals, based on appearance, aroma, palate and overall balance.

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TASTING NOTES & SERVES

XXX (brand) entered XXX (no. of entries) expressions / the two winning expressions were the brand's 'XXX' and 'XXX'.

Visually… (notes on appearance)

Notes of xxx on the nose, followed by xxx (notes on palate)

The spirits were served to judges… (notes on competition serves and ideal serves)

The Global Spirits Masters - Press Release Template

Brand Logo

JUDGES' COMMENTS

Judges awarded the medals for….

They particularly commented on….

XXX said " **direct quote**…."

STOCKISTS & TRADE INFORMATION

For those looking to taste these award-winning entries for themselves, XXX expressions can be found across (UK & Europe) in XXX retailers. For trade inquiries, please contact XXX

** ENDS **

About XXX (brand)

(Company details, key facts/figures, specialities)

About The Global Spirits Masters

Launched in 2008, The Global Spirits Masters rates and rewards excellence in spirits production, giving brands key differentiation in a crowded market. Judging is divided into 22 separate competitions to ensure each spirits category is given the utmost attention by specialised judges. The Global Spirits Masters is unique in its exclusive use of completely independent expert judges, including journalists, retail buyers, bartenders & educators.

The results of each competition are published in *The Spirits Business* magazine, which with its monthly global circulation of 13,000 copies, guarantees that entrants' medal wins are visible to a truly international and industry-focused audience.

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THE GLOBAL SPIRITS MASTERS COMPETITIONS

Launched in 2008, The Global Spirits Masters Competitions rates and rewards excellence in spirits production, giving brands key differentiation in a crowded market.

Judging is divided into 22 separate competitions to ensure each spirit category is given the utmost attention by specialist judges.

The Global Spirits Masters Competitions is unique in its exclusive use of completely independent expert judges, including journalists, retail buyers, bartenders and educators. As such, entrants can rest assured that their product has been assessed constructively and without bias by our panels of professionals. Judges can award Silver, Gold and Master medals, as well as additional Taste Master awards for outstanding excellence.

The Global Spirits Masters Competitions

Masters	Entry deadline	Sample deadline	Judging	Results published
Low & No-Alcohol	19 November	19 November	3rd December	January
Rum & Cachaca	21 January	21 January	4th February	March
Tequila & Mezcal	18 February	18 February	4th March	April
Cognac	18 March	18 March	1st April	May
Brandy	18 March	18 March	1st April	May
Asian Spirits	25 March	25 March	8th April	May
Pre-Mixed & RTD & Hard Seltzer	22 April	22 April	6th May	June
Tonic & Mixer	6 May	6 May	20th May	July
Gin (First Tasting)	20 May	20 May	3rd June	July
Scotch Whisky	17 June	17 June	1st July	August
Irish Whiskey	17 June	17 June	1st July	August
American Whiskey	24 June	24 June	8th July	August
World Whisky	24 June	24 June	8th July	August
Travel Retail	22 July	22 July	5th August	September
Vodka	22 July	22 July	5th August	September
Luxury	19 August	19 August	2nd September	October
Liqueur	23 September	23 September	7th October	November
Speciality	23 September	23 September	7th October	November
Gin (Second Tasting)	21 October	21 October	4th November	December
Design & Packaging	4 November	4 November	18th November	December
Low & No-Alcohol	18 November	18 November	2nd December	January
Further competitions & awards by The Spirits Business				
SB Spring Tasting	25 February	25 February	11th March	April
SB Autumn Tasting	19 August	19 August	2nd September	October

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EVENTS OPPORTUNITIES

In addition to The Global Spirits Masters competition schedule, there are many more opportunities to showcase your award-winning spirits and the medals that you have won at our blind-tasting competitions.

The Spirits Business' Travel Retail Beach Party

The Spirits Business team heads out to the **Tax Free World Association Expo** in Cannes every year, where we also host our **Travel Retail Beach Party**. As well as a fantastic event in the calendar, we will announce the winners from the Travel Retail Masters and the Vodka Masters at the party, where medal winners are invited to come and collect their awards.

Sponsorship opportunities

We offer a number of **sponsorship packages** for **exclusive and official sponsors** of all our events on the schedule, including individual competitions. If you are interested in hearing more about the wide range of ways you can use our events to showcase the best of your brand, please get in touch with your usual contact at The Spirits Business or The Global Spirits Masters who will happily discuss our sponsorship packages with you.

In addition to our events schedule, we have a couple of other types of competition that you could get involved with to further your brand's successes...

The SB Awards

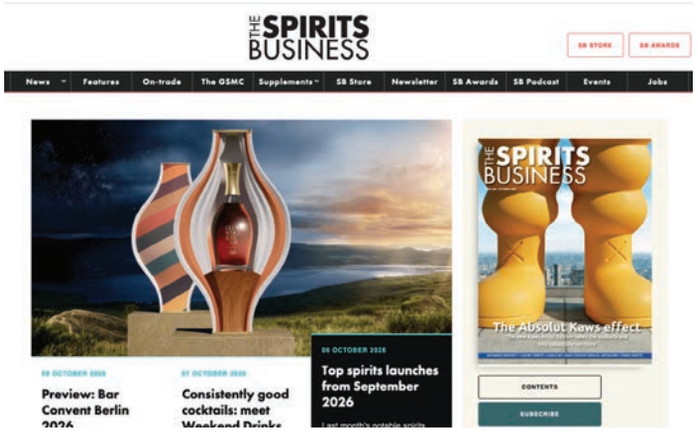
The Spirits Business Awards (The SB Awards) aim to reward those driving excellence across the industry – from retailers and distributors to marketers, brands, distillers and blenders.This series of competitions allows you to **showcase the company and people behind your spirit**. Judged by members of The Spirits Business editorial team and a panel of independent spirits experts, the awards are separated into five areas: Retail and Marketing, Sustainability and Innovation, Tourism, Products, and People. **The results of these awards are announced at our SB Awards Ceremony in November.**

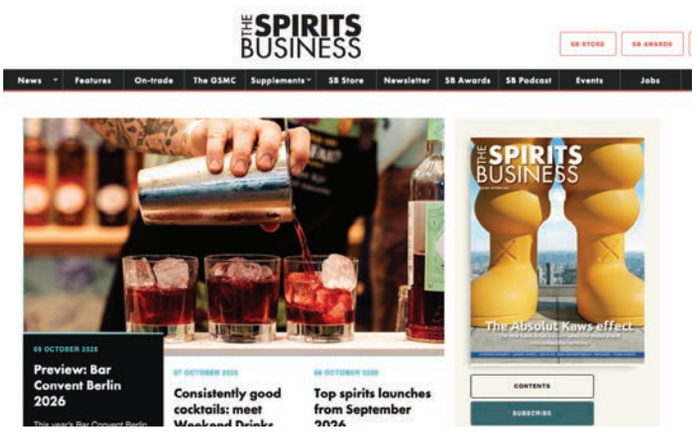
The DB & SB Blind Tasting Competitions

For the **DB & SB Blind Tasting Competitions, we partner with our sister publication, *The Drinks Business*,** for an **industry wide blind-tasting event** which welcomes entries from all spirit and wine categories. Taking place twice a year in **spring and autumn**, the results are published in both magazines, *The Spirits Business* and *The Drinks Business* and posted on both websites.

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WEB & **SOCIAL**

Updated daily with relevant and timely news, interviews and features from the global drinks industry, *thespiritsbusiness.com* is viewed by around 379,000 unique users each month.

With numerous display and sponsorship opportunities across both our websites and newsletters, brands can access a cost-effective platform with *The Spirits Business* to target our expanding global online readership.

In addition, we reach and influence thousands of followers every day via social media. Whether it is Twitter, Instagram, Facebook or LinkedIn, we are constantly engaged with key industry figures and consumers.

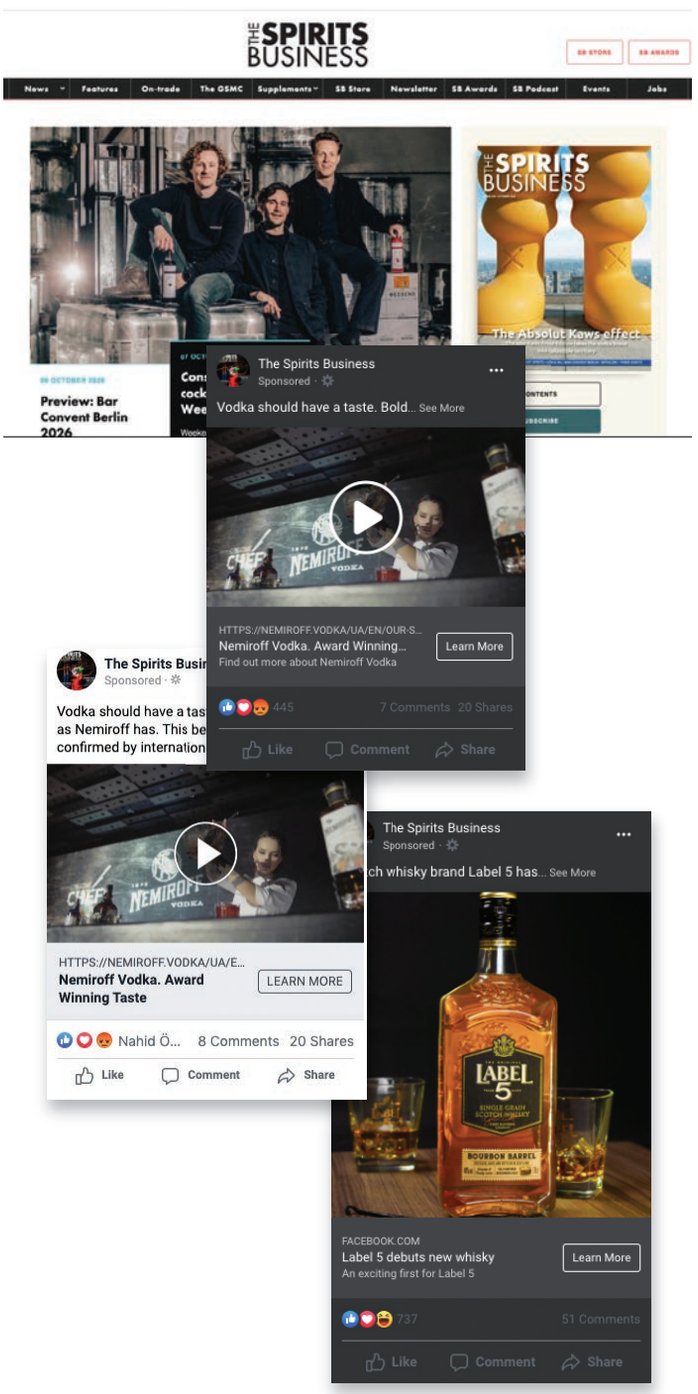
Monthly stats:

Unique users: 379,000
Visits from more than 217 countries

Social media channels:

X: 30k followers
Facebook: 22k followers; 18.4k page likes
Instagram: 24k followers; 150 likes per post
LinkedIn: 138k followers

More than 20,000 people subscribe to our daily newsletter, which gives you the chance to advertise to a global digital audience.



Top 15 countries

UK	Spain	Hong Kong
Germany	Ireland	Belgium
France	Canada	Finland
US	Portugal	Russia
Italy	Bulgaria	Mexico

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PRINT READERSHIP & **CIRCULATION**

The Spirits Business is the only international trade magazine and website in the world that is dedicated to spirits. Our circulation of up to 13,500 copies per month across 120 countries reaches more than 50,000 spirits professionals worldwide.

Readership

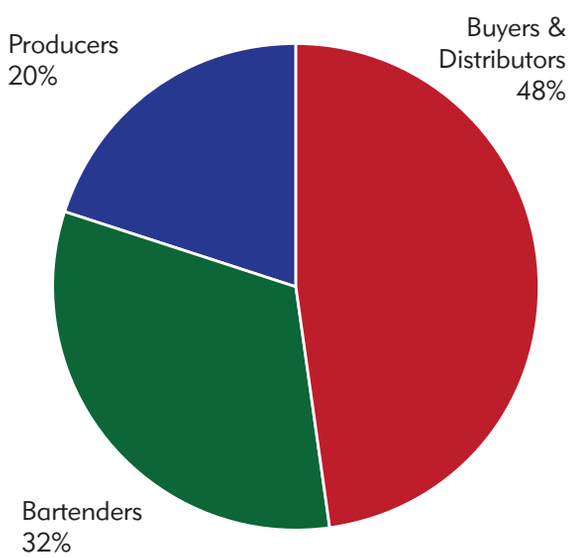
Our global audience comprises the biggest retailers, distributors, wholesalers and duty free buyers in the business. Furthermore, *The Spirits Business* reaches thousands of world-class bartenders and bar owners around the globe.

Bonus distribution

In addition to our regular subscribers, we are also distributed at all the major trade shows and events:

- ProWein, Düsseldorf
- WSWA Access Live
- IAADFS Duty Free & Travel Retail Summit of the Americas
- TFWA Asia Pacific Exhibition & Conference
- Wine Paris
- Tales of the Cocktail
- BCB Brooklyn, BCB Berlin, BCB London
- TFWA World Exhibition & Conference, Cannes
- London Cocktail Week

Readership



Top 15 countries

UK	Spain	Hong Kong
Germany	Ireland	Belgium
France	Canada	Finland
US	Portugal	Russia
Italy	Bulgaria	Mexico

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