



PHIPPS

Success for Swansea County's Mumbles Fine Wines at the IWC Merchant Awards UK:

Shop Local in an Award-Winning Wine Shop

At this year's International Wine Challenge (IWC) Merchant Awards UK **Mumbles Fine Wines** beat the competition to be named **IWC Regional Merchant for Wales 2019**.

This Swansea-based wine merchants scooped the prize for the second time in recognition of the quality and breadth of its range, which has been carefully curated to suit all tastes and budgets. Founded in 2006, Mumbles also holds wine education courses and runs its own Wine Club for customers.

In its 36th year, the International Wine Challenge is accepted as the world's most rigorous, impartial and influential wine competition. The International Wine Challenge Merchant Awards UK celebrate the most successful small and large businesses, who deliver an outstanding service to wine consumers. The awards are based on top quality wines, but, most importantly, in this sector of the awards, of a commercially successful, viable, and proven business model. This year's winners were announced on 9th July and the full list of those awarded can be seen [here](#), and the [Merchant Awards results here](#).

NOTES TO EDITORS:

The International Wine Challenge

In its 36th year, the International Wine Challenge is accepted as the world's most rigorous, impartial and influential wine competition. The IWC assesses every wine 'blind' and judges each for its faithfulness to style, region and vintage. Each medal-winning wine is tasted on at least three separate occasions by a minimum of 12 different judges including Masters of Wine. Awards include medals (Gold, Silver, Bronze) and Commended awards.

The IWC Merchant Awards UK

The Merchant Awards were introduced to the IWC in 1990. A distinguished panel of judges examines each entry and, over the course of two days, decides on the winners for each category. The judges focus on the business side of retailing; it's not just about having great wines. This year the judging panel comprised Laura Jewell MW, Helen McGinn, Peter McCombie MW, Tim Atkin MW and Charles Metcalfe. Laure Patry joined the team to assist with the judging of the Restaurant Wine List award.

The IWC is committed to helping consumers discover great wine, and the medals displayed on winning bottles and in winning shops offer a trusted guarantee of quality.

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