



News announced XX/02/2016

The International Wine Challenge announces new Cellar Door of the Year Award for 2016 in partnership with VisitEngland

IWC and National Tourist Board for England launches search to discover England's best vineyard experience

The International Wine Challenge (IWC) is partnering with the National Tourist Board, Visit England, on an initiative launched today to discover and celebrate the country's best vineyard experiences. The IWC Cellar Door of the Year Award is a brand new category that will assess the overall customer service and touristic value delivered by English wine producers.

This new category is the first of its kind at an internationally recognised competition, as the IWC continues to lead the way in innovation within the wine industry.

Hopeful entrants will be visited by an accredited VisitEngland Quality Assessor posing as a regular consumer, and scored against set criteria. Following the visit, VisitEngland will provide all entrants with a detailed report of its findings, as well as offering advice and support on areas for improvement, in a bid to help all entrants continue to develop their offering.

All entries which exceed the required standard of accreditation will be able to use the VisitEngland Quality Marque on their website and other marketing materials, as a recognisable seal of quality for consumers. As part of the fee, the winning attraction will also benefit from endorsement by the world's most respected wine competition.

An initial shortlist will be announced by the IWC in January 2017, before the overall winner is named at the IWC Awards Dinner in July 2017 in London. The competition is now open for entries online and the deadline for receiving entries is 1st December or 1 month before the attraction closes for the winter season, whichever is sooner.

Chris Ashton, Events Director of the International Wine Challenge commented:

"The IWC Cellar Door of the Year Award is about showcasing and celebrating some of the amazing experiences offered by our home-grown producers. We felt it was time the industry recognised the commitment to customer service demonstrated by our English winemakers. We are thrilled to be partnering with VisitEngland on this endeavour as their seal of approval is worth its weight in gold."

Pam Foden, Head of Industry Development at VisitEngland commented:

"VisitEngland is delighted to be working with the International Wine Challenge to support their new Cellar Door award. Our extensive experience in quality assessment of visitor experiences makes us perfectly placed to offer valuable feedback, share best practice and highlight areas of excellence with the vineyard operators following each unannounced visit. We look forward to learning more about this expanding new sector of the tourism industry".

Julia Trustram Eve, Marketing Director at English Wine Producers commented:

"Wine tourism is popular the world over and it's great to see it growing so much in the UK. The IWC initiative will undoubtedly highlight the many fantastic facilities that visitors can enjoy in English vineyards."

The competition is now open for entries. Visit: <http://www.iwcmerchantawards.com/en/mas/> for more information.

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All International Wine Challenge news can be found at our [Digital Newsroom](#)



News Release

What is the International Wine Challenge?

In its 33rd year, the International Wine Challenge is accepted as the world's finest and most meticulously judged 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 10 different judges including Masters of Wine. Awards include medals (Gold, Silver, Bronze) and Commended awards. The IWC is committed to helping consumers discover great wine, and the medals displayed on winning bottles offer a trusted guarantee of quality.

Visit England

- VisitEngland's focus is on the development and delivery of the new Discover England fund for product development to ensure that bookable regional product is being sold in international markets. This activity will also benefit the domestic industry by building engagement and partnerships between and across regions and developing product that will be attractive to both domestic and international markets.
- Our work is underpinned by robust research and customer insights. You can access the latest in-depth market intelligence and statistics on www.visitengland.org/insight-statistics
- Tourism in England is worth £106 billion, and supports 2.6 million jobs.
- For corporate information see www.visitengland.org and for consumer information see www.visitengland.com.

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