Decanter
WORLD WINE AWARDS

2027 ENTRY PACK

Decanter
WORLD WINE AWARDS
2027

The GLOBAL BENCHMARK *for* WINE QUALITY

Renowned for its unparalleled rigour, Decanter World Wine Awards brings together hundreds of the world's top wine experts to evaluate and celebrate wines from around the globe.

The 24th edition brings its biggest changes yet, designed to offer even more value to producers. With lower shipping pricing, an early-bird offer and fewer bottles per entry, DWWA is more accessible than ever.

Make your mark on the global wine stage with the world's largest wine competition and receive results trusted internationally by trade and consumers alike.

JUMP TO:

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An AWARD *with* INTERNATIONAL IMPACT

Aligned with Decanter, the world's leading wine media brand, Decanter World Wine Awards boasts unparalleled international reach.

Medal winners gain unrivalled exposure, benefiting from Decanter's full media ecosystem – featured year-round to trade and consumers across print, digital, social media, video, global events and partnerships.

Celebrate your hard work with an investment that delivers results.

923.8K
Decanter.com Global Monthly Page Views

43K
Global Monthly Print Circulation

90K
Total Newsletter Subscribers

650K
Total Social Reach

200+
Countries and Territories Reached

5K
Attendees to Decanter Global Events

Decanter WORLD WINE AWARDS

Google Analytics, L12M, Jan-Dec 2025, Global Circulation, L12M [Oct 23 - Nov 24]



"We've seen an immediate surge in international importer inquiries, particularly from *key export markets*. The Platinum medal has given global buyers immediate confidence in our wine, turning ongoing conversations into *concrete agreements*."

Cantina Canneto, Italy



GLOBAL AUTHORITIES *defining* EXCELLENCE

Our judges represent the pinnacle of wine expertise. We bring together a distinguished panel of Masters of Wine, Master Sommeliers, trade buyers, renowned journalists, educators and authors from every corner of the globe.

Your wines are evaluated through a rigorous, internationally trusted process by the most influential voices in the world of wine.

CO-CHAIRS

Leading the competition, Co-Chairs ensure consistency across all judging panels and guide the final selection of Best in Show and Top Value Gold winners, maintaining the highest standards of excellence.

RESIDENT CO-CHAIR

Every year one esteemed Regional Chair joins the Co-Chair committee. Rotating annually, the Resident Co-Chair brings dynamic perspectives and insights to the leadership team, ultimately elevating the competition's judging process.

REGIONAL CHAIRS

Overseeing their panels of expert judges, Regional Chairs bring invaluable expertise to the competition. They ensure consistency, resolve discrepancies, foster collaborative discussion and uphold the rigorous judging standards that define DWWA.

SENIOR JUDGES & JUDGES

Our senior judges and judges are selected for their outstanding industry expertise. Nearly half of our 200+ judges travel globally to lend their specialised knowledge and discerning palates, ensuring a diverse and objective assessment of each wine.

Explore the 2027 Co-, Resident and Regional Chairs on page 11 or online **here**.

The JUDGING PROCESS

The success of Decanter World Wine Awards lies in its unique judging process and expert-led panels. Wines are meticulously assessed in carefully curated flights, organised by country, region, colour, grape, style, vintage and price point, ensuring an unrivalled level of scrutiny and precision.

QUALITY AT EVERY VALUE POINT

Understanding that price is a significant factor for wine consumers, we emphasise quality across all price points in our judging process. By categorising wines into distinct price bands, we ensure that a £50+ wine is not assessed alongside a £15 bottle.

2027 PRICE BANDS

A. Up to £14.99 (Value)
B. £15 to £49.99
C. £50 and above

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STAGE 1

BRONZE, SILVER & GOLD

All wines entered in the competition are evaluated in categorised, regional flights in the initial stage of judging. Regional Chairs oversee their panels, address any scoring discrepancies and ensure consistency by re-tasting all Silver and Gold winners. The Co-Chairs conduct a final re-tasting of wines scoring 94 and above for final endorsement. This means that Silver winners are tasted at least twice, but up to three times, while Gold winners undergo a rigorous tasting process of three evaluations. This meticulous approach guarantees thorough assessment of each wine. Notably, winning entries in the Price Band A category can be marketed as 'Value' wines, such as Value Gold.

STAGE 2

PLATINUM

Gold-awarded wines are re-categorised and re-tasted by a panel consisting of Regional Chairs and Co-Chairs. The wines are judged according to their origin. There is no limit to the number of Gold winners which could be promoted to Platinum.

STAGE 3

BEST IN SHOW

Best in Show is the ultimate accolade at Decanter World Wine Awards. In another re-tasting, the Co-Chairs evaluate all Platinum winners to determine and elevate the top 50 to 'Best in Show'. At this stage, the Co-Chairs also select the Top Value Gold wines of the competition.





why ENTER DWWA

1 BENCHMARK YOUR WINES INTERNATIONALLY

Have your wines evaluated by top global experts and regional specialists. Receive objective feedback and trustworthy ratings that position your wines for success on both regional and global stages.

2 INCREASE WINE SALES

A DWWA medal is a globally recognised mark of approval that drives consumer confidence, retailer demand and distribution opportunities worldwide.

3 REACH NEW GLOBAL AUDIENCES

Maximise your wine's exposure through Decanter's extensive media reach, promoting medal winners across digital, print and social channels to a global audience.

4 LEVERAGE MARKETING OPPORTUNITIES

Make the most of your success with free promotional opportunities at international trade fairs, global events and through Decanter's media partnerships, plus exclusive advertising opportunities.

5 ENTER NEW MARKETS

One in three producers said that winning a DWWA medal helped them enter new markets. Showcase your wines to buyers with confidence and be featured in the **DWWA Market Guide**, a platform designed to help your award-winning wines break into the competitive UK market.

6 STRENGTHEN BRAND AWARENESS

With over 60% of winners reporting improved brand awareness, a DWWA medal can boost your brand's visibility, build consumer trust and strengthen your presence in both established and emerging markets.

Real STORIES, *tangible* RESULTS



Image credit: Balfour Winery, DWWA 2026 Best in Show winner

> It's especially **valuable for small, single-estate or lesser-known regions** like ours, where a credible, independently judged result can **open doors** that reputation alone can't.

Greystone Wines, New Zealand

> The wine **sold out** overnight!

Balfour Winery, United Kingdom

> The award has already generated **increased interest** from both existing customers and **new international enquiries**. We have seen a noticeable rise in visits to our website and online shop.

Château Haut-Bergeron, France

SHIPPING *your* WINE SAMPLES

CONSOLIDATED SHIPPING

Our **recommended shipping option** to avoid customs clearance delays and risk of missed delivery deadlines – ship your samples to the nearest depot in your country and we organise delivery to the UK.

NEW EARLY-BIRD OFFER
£45 | $63 | €57 per entry

Sample delivery deadline: 29 January

STANDARD RATE *(at a reduced price)*
£51 | $72 | €64 per entry

Sample delivery deadline: 26 February

LEARN MORE

FAIR DROP-OFF

For exhibitors at participating trade fairs, hand deliver your wines to us during the fair and we organise delivery to the UK. Available at Barcelona Wine Week, Wine Paris and ProWein.

PRE-REGISTRATION RECOMMENDED
£32 | $45 | €40 per entry

LEARN MORE

DIRECT DELIVERY

Organise and ship your samples directly to our UK warehouse.

£ shipping costs determined by your chosen carrier

Delivery deadline: 15 March

LEARN MORE



CONSOLIDATED SHIPPING DEPOTS AVAILABLE IN:

Australia
Austria
Brazil
Canada
Chile
Croatia
France
Germany
Greece
Hungary
Italy
Japan
Macedonia
New Zealand
Portugal
Romania
Serbia
Slovenia
South Africa
Spain
Switzerland
USA

DATES *and* DEADLINES

4 NOV — 2027 ENTRIES OPEN
Consolidated shipping depots & UK warehouse open for sample delivery

29 JAN — EARLY-BIRD consolidated shipping sample delivery deadline

26 FEB — Consolidated shipping sample delivery deadline

5 MAR — Consolidated shipping LATE ENTRY sample delivery deadline*
**ONLY for depots in France, Spain, Italy, US, Australia, Portugal, South Africa and Croatia*

15 MAR — 2027 ENTRIES CLOSE
Payment & direct delivery deadline to UK warehouse

DWWA 2027 JUDGING & RESULTS

3-14 MAY — Judging Weeks

16 JUNE — Results announced on Decanter.com

PRICE PER ENTRY

£172 | $241 | €215 per entry

+20% VAT if applicable

NEW FOR 2027: *Three sample bottles per entry*

Payments made via bank transfer incur a surcharge of +£15 | $21 | €19 per total order (not per individual wine entry)

ACCEPTED FORMATS

- 75cl bottles, except sweet & fortified wines which may be 25cl, 37.5cl or 50cl
- 1.5ltr Magnums (sparkling wines only)
- Alternative Packaging: Can, Bag-in-Box, Wine Pouch, Carton, Paper and PET

See our rules of entry here for more details

ENTER AT ENTER.DECANTER.COM



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Our 2027 RESIDENT, CO- *and* REGIONAL CHAIRS



2027 RESIDENT
CO-CHAIR
Paz Levinson



CO-CHAIR
Michael Hill Smith AM MW



CO-CHAIR
Ronan Sayburn MS



CO-CHAIR
Andrew Jefford



CO-CHAIR
Beth Willard



ALSACE
Thierry Meyer



ARGENTINA & REST OF SOUTH AMERICA
Regine Lee MW



ARGENTINA & REST OF SOUTH AMERICA
Eduardo Milan



ASIA
Dr Edward Ragg MW



AUSTRALIA
Huon Hooke



AUSTRALIA
Justin Knock MW



AUSTRIA & SWITZERLAND
Stefan Neumann MS



BEAUJOLAIS, SOUTH WEST & REST OF FRANCE
Dominique Vrigneau



BORDEAUX
Alun Griffiths MW



BORDEAUX
Matthew Stubbs MW



BURGUNDY & CHAMPAGNE
Charles Curtis MW



CANADA
Barbara Philip MW



CAUCASUS REGION & CENTRAL & EASTERN EUROPE
Simon J Woolf



CENTRAL & EASTERN EUROPE
Dr Wojciech Bońkowski MW



CENTRAL ITALY
Andy Howard MW



CHAMPAGNE
Tom Hewson



CHILE
Amanda Barnes MW



CROATIA & SLOVENIA
Dr Caroline Gilby MW



GERMANY AND SOUTHERN & EASTERN MEDITERRANEAN
Caro Maurer MW



GREECE, CYPRUS & MALTA
Terry Kandylis



LANGUEDOC-ROUSSILLON
Justin Howard-Sneyd MW



LOIRE
Matthew Wilkin MS



NEW ZEALAND
Cameron Douglas MS



NORTHERN ITALY
Sarah Knowles MW



PIEDMONT
Michaela Morris



PORT & MADEIRA
Richard Mayson



PORTUGAL
Beatriz Machado



PROVENCE THE BALKANS
Rod Smith MW



RHÔNE
Matt Walls



SOUTH AFRICA
Higgo Jacobs



SOUTHERN ITALY
Jason Millar



SPAIN
Alberto Ruffoni



SPAIN
Ferran Centelles



SPAIN
Pierre Mansour



TUSCANY
Michelle Cherutti-Kowal MW

UK
Simon Field MW

USA & CENTRAL AMERICA
James Tidwell MS

VENETO
Alessandra Piubello



TRUSTED *by* EXPERTS, VALUED *by* CONSUMERS

MAKE YOUR INVESTMENT IN WINE COMPETITIONS COUNT WITH RATINGS FROM THE WORLD'S LEADING JUDGES. YOUR WINE DESERVES TO BE CELEBRATED.

ENTER NOW

enter.decanter.com