

Decanter WORLD WINE AWARDS

MG

MARKET GUIDE

DWWWA
MARKET
GUIDE

INFO KIT 2026

LEVERAGE *your* SUCCESS *at* DWWA

Winning a DWWA 2026 medal can open new commercial opportunities – and DWWA Market Guide is designed to help turn recognition into listings.

Created as an **authoritative buying reference** for the UK wine trade, DWWA Market Guide connects award-winning producers with leading UK importers, distributors, retailers and on-trade buyers actively seeking wines recommended by Decanter.

Exclusive to DWWA 2026 medal winners, every wine featured has been tasted and rated by the competition's panel of world-leading wine experts. Including your wine in the guide helps **raise visibility, build credibility** and can lead to **securing valuable commercial sales** in the competitive UK market.



HOW *it* WORKS



1

REGISTER YOUR WINNING WINES

Secure your place in the DWWA Market Guide and position your medal-winning wines in front of leading UK importers, distributors, retailers and on-trade buyers.

2

REACH KEY DECISION MAKERS

Decanter distributes the Guide to its network of leading UK buyers, importers and distributors actively seeking new wines for their portfolios.

3

FAST-TRACK BUYING DECISIONS

Buyers receive key information including pricing, production volumes, certifications and tasting notes to help them make informed purchasing decisions.

4

BUYERS WILL REACH OUT

When your wine matches a buyer's needs, they contact you to initiate meaningful business conversations that could lead to a listing in the UK market.



WHAT *it* MEANS *for you*

SAVE TIME AND RESOURCES

Reduce the time, cost and effort involved in identifying and pitching to potential UK buyers.

PUT YOUR WINES IN FRONT OF THE RIGHT BUYERS

Be presented to a targeted trade audience actively seeking new wines, with full transparency that you are seeking distribution.

SECURE REPRESENTATION

Increase your chances of securing representation with Decanter's endorsement, placing your award-winning wines directly in front of its established UK trade network.

WHAT *the* BUYERS say



“Producers should target the right buyers from importers most relevant to their own style of wine. DWWA Market Guide is a rare opportunity for producers to get their wines in front of some of the most experienced buyers across all channels in the UK.”

Beth Willard, Independent Consultant



“The DWWA Market Guide is a great tool for discovering new producers and wines. I particularly appreciate the opportunity to understand a winery’s export presence and aspirations. This added information helps buyers like me make more informed decisions about potential new additions to our portfolios.”

Rebecca Palmer, Head of Merchant Buying and Associate Director, Corney & Barrow



“It is an incredible tool to understand and discover new producers and wines.”

Vincenzo Arnese, Prestige Sales Account Manager at Berkmann Wine Cellars

MEET *your* NEXT BUYER



ANA JACKSON
 (NEE SAPUNGIU) MW
 Amathus Drinks



ANDRES ITUARTE
 Mandarin Oriental
 Mayfair



ANDREW SHAW
 Coterie Holdings



ANDY TRAVERS
 London Sake



BASTIAN FISCHER
 The Good Wine
 Shop



BEANS BOUGHTON
 MW
 Alliance Wine



BEATRICE BESSI
 Chiltern Firehouse



BENEDICT JOHNSON
 Ourglass & Partners



BETH WILLARD
 Independent
 Consultant



BRYAN HOUDE
 Wine Monkey



COLIN THORNE
 Vagabond Wines



DAVID KELLY
 Great Wines Direct Ltd



DEAN F PRITCHARD
 Gwin Llyn Wines



DOMINIQUE VRIGNEAU
 Watermill Wines



DROR NATIV MW
 Marks & Spencer



DYLAN ROWLANDS
 Gwin Dylanwad Wine



ELVIS ZIAKOS
 The Cocochine



ERIK SIMONICS
 Sunset Hospitality
 Group



FEDERICO MOCCIA
 67 Pall Mall



FREDDIE COBB
 Vagabond Wines



JAMIE TONKIN
 Headley Rothwell Ltd
 t/a Old Chapel Cellars



JEAN WAREING MW
 Alliance Wine



JEREMY LITHGOW MW
 Amathus Drinks



JOSEPH ARTHUR
 Marks & Spencer



JUSTIN KNOCK MW
 Elevage Wines



KEITH ISAAC MW
 Castelnau Wine
 Agencies



LAURE PATRY
 Wine Source



LUIGI BUONANNO
 Berkmann Wine Cellars



MAGGIE MACPHERSON
 Jeroboams



MAGS JANJO
 MJ Wine Cellars



MARCO IACCARINO
 The Berkeley hotel



MATT SMITH
 Naked Wines



MATTHEW HORSLEY
 The Wine Society



NEIL SOMMERFELT
 MW
 NW Wine Consultancy



NELSON PARI
 SWIG



NISH PATEL
 Shenfield Wine Co.



PIERRE MANSOUR
 The Wine Society



REBECCA PALMER
 Corney & Barrow Ltd



REGINE LEE MW
 Indigo Wine



RICHARD BALLANTYNE
 Noble Grape



ROSTISLAV PETROV
 Cru Wine



SALVATORE CASTANO
 Friarwood



SARAH KNOWLES MW
 The Wine Society



SILVIA GARATTI
 Robert Rolls Fine wines



STEFAN KOBALD
 Core by Clare Smyth



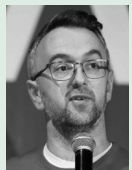
TOM HEMMINGWAY
 Highbury Vintners



VANESSA PEARSON
 Ocado Retail Ltd



VINCENZO ARNESE
 Berkmann Wine Cellars



WILL HILL
 Ocado Retail Ltd

DATES & PRICES

17
JUNE

REGISTRATIONS OPEN
Exclusively for DWWA 2026 award-winning wines.

25
SEPT

REGISTRATIONS CLOSE
Entry & payment deadline, including supplying relevant information for the guide.

1
OCT

DWWA MARKET GUIDE DISTRIBUTION
The completed guide is shared with Decanter's network of buyers, importers and distributors.

REGISTRATION FEE
£25 per wine listing (+VAT if applicable)

REGISTER YOUR WINES NOW

