

Decanter[®]
WORLD WINE AWARDS
2026

WINNERS' TOOLKIT

CONGRATULATIONS *on your* SUCCESS

Winning a medal at DWWA is no small feat. At the 23rd edition of the world's largest wine competition, your wine stood out among nearly 17,000 entries from 58 countries.

This toolkit is your practical, hands-on guide to amplifying your award – from celebration through to commercial impact.

Welcome to the global stage. Your moment has arrived.

DWWA 2026 IN NUMBERS

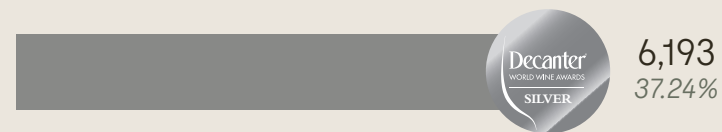
245
international judges

Nearly
17,000
wines judged

63
Masters
of Wine

24
Master
Sommeliers

58
countries entered



Your winner's ROADMAP

A DWWA medal opens doors – but the producers who see the greatest return are those who actively share their win. Use this checklist to turn your result into commercial momentum, step by step:

WEEK 1

Prep

- Download medal artwork
- Download editable social media templates
- Download and display your certificate
- Order DWWA medal stickers



WEEKS 1-2

Announce

- Brief distributors and trade partners
- Issue a press release using the template on the next page
- Update website, e-commerce listings and shelf-talkers
- Post on social and tag @decanterawards



MONTH 1

Activate

- Register your wine for the DWWA Market Guide
- Update your Decanter Awards account email for promotional opportunities invitations
- Add medal imagery to sales decks and marketing materials



ONGOING

Amplify

- Explore advertising opportunities with Decanter
- Sample your wines at events, like Decanter Fine Wine Encounter
- Integrate your results into year-round communications to garner buyer attention



READY-TO-USE LANGUAGE *for* WINNERS

SHARE WITH US

Tag @decanterawards in your social posts and use #DWWA2026 so we can share your success across our channels.

Share your good news! The lines below are written in the official DWWA voice. Copy them, adapt them and share with your team, distributors and partners to get your win out as quickly as possible.

SOCIALS

Caption template



Award-winning. Independently-judged. Globally recognised. [Wine Name, Vintage] has been awarded a [Gold] medal at Decanter World Wine Awards 2026 – the world’s largest wine competition. Judged blind by 245 of the wine world’s leading experts, and rated [X] points, try it for yourself now!

FOR TRADE & BUYERS

One-line pitch



[Wine Name, Vintage] was recently awarded a [Gold] medal at Decanter World Wine Awards 2026 – the world’s largest wine competition – where nearly 17,000 wines were blind-tasted by 245 Masters of Wine, Master Sommeliers and leading international experts.

FOR PRESS RELEASE

Opening paragraph



[Producer Name] is delighted to announce that [Wine Name, Vintage] has been awarded a [Gold] medal at Decanter World Wine Awards 2026, the world’s largest wine competition. Judged blind by an international panel of 245 experts from 35 countries, including 63 Masters of Wine and 24 Master Sommeliers, and selected from nearly 17,000 wines, the award places [Wine Name] among the highest-rated wines from [Country/Region] this year.

REFERENCE QUOTE



“The results of the Decanter World Wine Awards are valuable because they provide both consumers and producers with a trusted and easily recognisable guide to quality in a crowded global wine market. With so many choices available, consumers often look for reassurance when selecting a bottle, and the DWWA medals help simplify the decision.”

Ronan Sayburn MS, Co-Chair

SHARE *your* RESULTS



1 STAND OUT WITH DWWA MEDAL STICKERS

Influence purchase decisions at the point of sale. A DWWA sticker is a trusted mark of quality that drives sales and confidence.

2 DOWNLOAD DIGITAL MEDAL ARTWORK

Make your medal work across every channel. Use it on your marketing materials and share with business partners and retailers so they can spread the news on your behalf.

3 DISPLAY YOUR DWWA CERTIFICATE

Download your certificate to share digitally with partners and clients, or print to display in your offices and cellar door.

4 USE OUR OFFICIAL SOCIAL MEDIA TEMPLATES

Visibility starts with sharing. Download editable DWWA social templates, add your wine and tag @decanterawards.

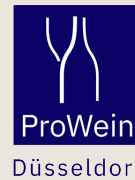
[BUY MEDAL STICKERS](#)

[DOWNLOAD MEDAL ARTWORK](#)

[DOWNLOAD CERTIFICATES](#)

[DOWNLOAD SOCIAL ARTWORK](#)

EXCLUSIVE OPPORTUNITIES



5 FEATURE IN THE DWWA MARKET GUIDE

Break into one of the world's most competitive markets. Exclusively for DWWA 2026 winners, DWWA Market Guide goes directly to leading UK buyers, importers and distributors.

LIST YOUR WINES

6 SHOWCASE YOUR AWARDED WINES AT GLOBAL TRADE FAIRS AND EVENTS

Decanter promotes medal-winning wines worldwide. Keep your Decanter Awards account email up to date so we can reach you when recruiting for complimentary promotional opportunities.

UPDATE YOUR DETAILS

7 ADVERTISE WITH DECANTER

Amplify your win in our magazine, online and across our social channels to reach one of the world's most engaged wine audiences.

DOWNLOAD MEDIA PACK

Your SHORTCUT *to the* UK MARKET

The UK wine trade is among the most competitive in the world. Listings are hard-won and buyers, importers and distributors review thousands of wines each year. The DWWA Market Guide is your shortcut.

Exclusively for DWWA 2026 medal winners, DWWA Market Guide is a Decanter-recommended buying reference, distributed directly to the UK's leading wine buyers, importers and distributors.

LEARN MORE AND LIST YOUR WINES





How DECANTER PROMOTES *your results*

Every DWWA winner benefits from the full reach of Decanter's global media network. This promotion is **part of your award.**

DECANTER MAGAZINE

Dedicated pages for DWWA winners in every issue.

43k

global print circulation

DWWA 2026 MAGAZINE

August issue, exclusively for DWWA 2026 winners.

900+

award-winning wines featured

DECANTER.COM FEATURES

Results articles published monthly on the homepage and across newsletters.

924k

average monthly page views

DECANTER SOCIAL MEDIA

Shared across Decanter, Decanter China and Decanter Awards.

826k

total social following

INTERNATIONAL PR CAMPAIGN

A global campaign delivered with our dedicated PR partner.

500+

pieces of print, digital and broadcast coverage

GLOBAL EVENTS

DWWA showcases at Decanter Fine Wine Encounters and the world's leading trade fairs.

3000+

attendees across Decanter's events

ADVERTISE *with* DECANTER

Your medal already earns you Decanter's editorial coverage. Advertise with us to get even more coverage with full creative control and the reach you choose.

DECANTER'S REACH

2M+ monthly organic reach

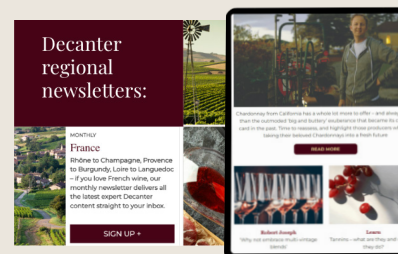
43k global montly print circulation

200+ countries and territories reached

GET PRICING AT ADVERTISING@DECANTER.COM

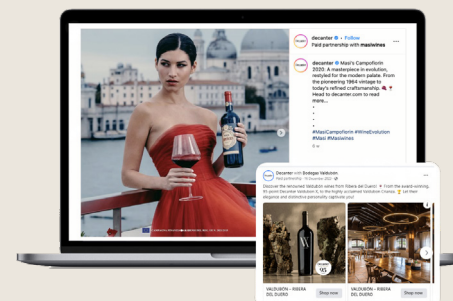
Source: Google Analytics, L12M [Jan-Dec 2026]; Social Media Reach [May 2026]

NEWSLETTERS



Reach Decanter's engaged audience, looking for new discoveries and awarded wines.

DIGITAL ADS & SOCIAL CAMPAIGNS



Bring your brand to life with maximum impact through Decanter's original, well-designed digital experience.

FEATURE IN THE MAGAZINE



FORMATS AVAILABLE
Full page
Half page
Quarter page

CONTACT *us*

AWARDS QUERIES

awards@decanter.com

SALES AND ADVERTISING

advertising@decanter.com

MARKETING

marketing@decanter.com

EDITORIAL

editor@decanter.com

EVENTS

events@decanter.com

[LOGIN TO YOUR ACCOUNT](#)

FOLLOW US

Follow us on social and share your success!

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