

IWC Merchant Awards

Generic Questions



Important Information

Before you make your first IWC Merchant Award entry you will be asked to complete a set of generic questions. These questions are relevant for all award categories and therefore only need to be answered once. You can edit these questions at any point before you pay for and submit your entry.

It is important to note that you can only save this form during the entry process when you have answered all of the mandatory questions marked with an asterisk (*). When these questions have been completed you can save the form and edit it at a later date.

A note on supporting material

We ask that entrants upload a single PDF or PowerPoint (up to 10MB) per award category entered. This document must be specific to the category you are entering. Please label the document you are uploading with your company name. Evidence to support answers to questions should be included in this presentation. If you are entering multiple award categories please only include this information once.

If you are entering Merchant Wine List of the Year you must send eight (8) hard copies of your wine list to: IWC Merchant Awards, WRBM, Broadfield Park, Crawley, West Sussex, RH11 9RT. For all other award categories you should include a digital copy of your wine list in the supporting document for your entry.

Help and support

For help and support please refer to the [FAQ](#) and [Rules of Entry](#) pages on the IWC Merchant Awards website.

Questions

Please read these questions carefully before starting the online entry process. All information submitted is confidential and judges are required to sign NDAs.

To repeat, all mandatory(*) questions must be completed before you can save this form.

Your Business

What is your annual turnover by value?*

- < £500,000
- £500,000-£1million
- £1-3million
- £3-5million
- £5-10million
- £10-50million
- £50-100million
- £100million+

How has turnover changed in the last year? (max 50 words)

What proportion of your sales come from the following categories, and how many wines do you stock for each? *

	Number of wines	% sales
Retail		

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Online		
On-Trade Accounts		
Corporate		
Wholesale		

Number of retail shops*

Number of employees*

Do your staff hold any industry specific qualifications, i.e. WSET?*

Yes

No

If yes please specify

Do you offer staff training opportunities?*

Yes

No

N.A.

If yes please specify (max 50 words)

Do you offer staff incentives based on their customer service?*

Yes

No

N.A.

If yes please specify (max 50 words)

Do you know your Net Promoter Score?

Yes

No

If yes, please confirm your Net Promoter Score:

Current/most recent

12 months prior

Range

Thinking about all of your business categories as a whole:

What percentage does each of the following account for your total sales? *

Red

White

Rosé

Sparkling

Fortified

What is your best-selling country/region? *

What is your best-selling wine? *

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Do you highlight or promote any of the following wines?

- Biodynamic Wine
- Organic wine
- Vegetarian wine
- Vegan wine
- Fairtrade
- Low alcohol

Please provide us with some examples (max 100 words) .

How do you present your wines to customers in the retail environment, on your website or in your catalogue?*

- By country
- By grape varietal
- By style
- Other (please specify)

Is there any particular information about your wine range that you would like to bring to the judges attention (maximum 300 words)

Pricing

What percentage of your wine stock is sold at these DPD (Duty Paid Delivery) price points?:

- Up to £7
- £7-£15
- £15-£23
- Over £23
- N/A

What is your average price point? *

In-Store Merchandising and Communications

What techniques do you use to help customers choose/purchase wine in your shop, via your website or catalogue? (Max 100 words)

N/A

Are IWC medal winning wines clearly identified or highlighted?*

- Yes
- No
- N.A

Do you display IWC medals for award-winning wines on your website?*

- Yes
- No
- Enter example URL

Do you display medal logos or promote IWC award-winning wines in your advertising including print advertising?*

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Yes
No
N.A.

Marketing and Communications Strategy

Do you sell wine on your website?* (Please provide a URL link)

Yes
No
N.A.

Do you include awards and press/personal recommendations on your website?* (Please provide a URL link)

Yes
No
N.A.

Do you promote special offers, tastings and events via your website?* (Please provide a URL link)

Yes (if yes, please provide details of how you promote – max 100 words)

No
N.A.

How many monthly unique visitors do you attract to your website?:

Currently
12 months ago

How many unique visitors purchase from your website per month?:

Currently
12 months ago

Do you email regular news bulletins and/or product updates?* (Please provide a URL link)

Yes (if yes, how often are these sent out?)

No
N.A.

How many email addresses do you hold on your customer database?:

Currently
12 months ago

What is your average monthly email open rate?:

Currently
12 months ago

What is your average monthly click through rate?:

Currently
12 months ago

Does your website include regular news bulletins and/or product updates*(Please provide a URL link)

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Yes (if yes, how often are these sent out?)

- No
- N.A.

Can customers subscribe/become a member online? * (Please provide a URL link)

- Yes
- No
- N.A.

What social media do you use to communicate with your customer base *

- Facebook (Please supply your Facebook handle/profile name)
- Twitter (Please supply your Twitter handle/profile name)
- Instagram (Please supply your Blogs handle/profile name)
- Blogs (Please supply your Blogs handle/profile name)
- Other (please specify)
- None

If you use social media to communicate with your customers please indicate the following (please mark N/A if you do not use the channel)

	February 2019	February 2018
Facebook page likes		
Average Facebook post engagement		
Twitter followers		
Average tweet engagement		
Instagram followers		

Are there any special/noteworthy features on your website that you would like to bring to the attention of the judges? (Max 100 words)

N/A

Innovation and Point of Difference

What do you consider to be your main point of difference from your competitors? (max 100 words) *

Going forward, what is your business development strategy? What innovations are you planning (if any)? *

How are you bringing wine to a new generation of wine drinkers? (max 100 words)

Where are you investing resources for the future? (max 100 words)

Are there any developments in the company that you would like to point out to the judges? (max 100 words)

Please use this area for any additional message you wish to convey to the judges (maximum 100 words)