

European International Shipping Program for Guilds, Organizations, and Trade Groups



INTRODUCTION

The International Beverage Competition Group and the 13th New York International Spirits Competition (NYISC) are excited to offer a new shipping and marketing program for your wine producers in 2022.

If you are not based in Europe we would be happy to coordinate with your spirits guilds or government associates to create a shipping program for your region/count.



» Why?

— We know how difficult it can be to enter and transport samples to the United States due to Customs/COLA waiver restrictions as well as high shipping costs which can be higher than the actual entry fees. It is our goal to remove this barrier and make it easier for your members to enter the respected trade buyers only spirits competition.

— On average 15-18% of those who submit to our competition in New York are not currently sold in the United States and want the opportunity to be blind tasted by top buyers in the United States by its category and price.

— In 2022 we are offering a consolidated shipping program from our warehouse in France to our warehouse in the United States.

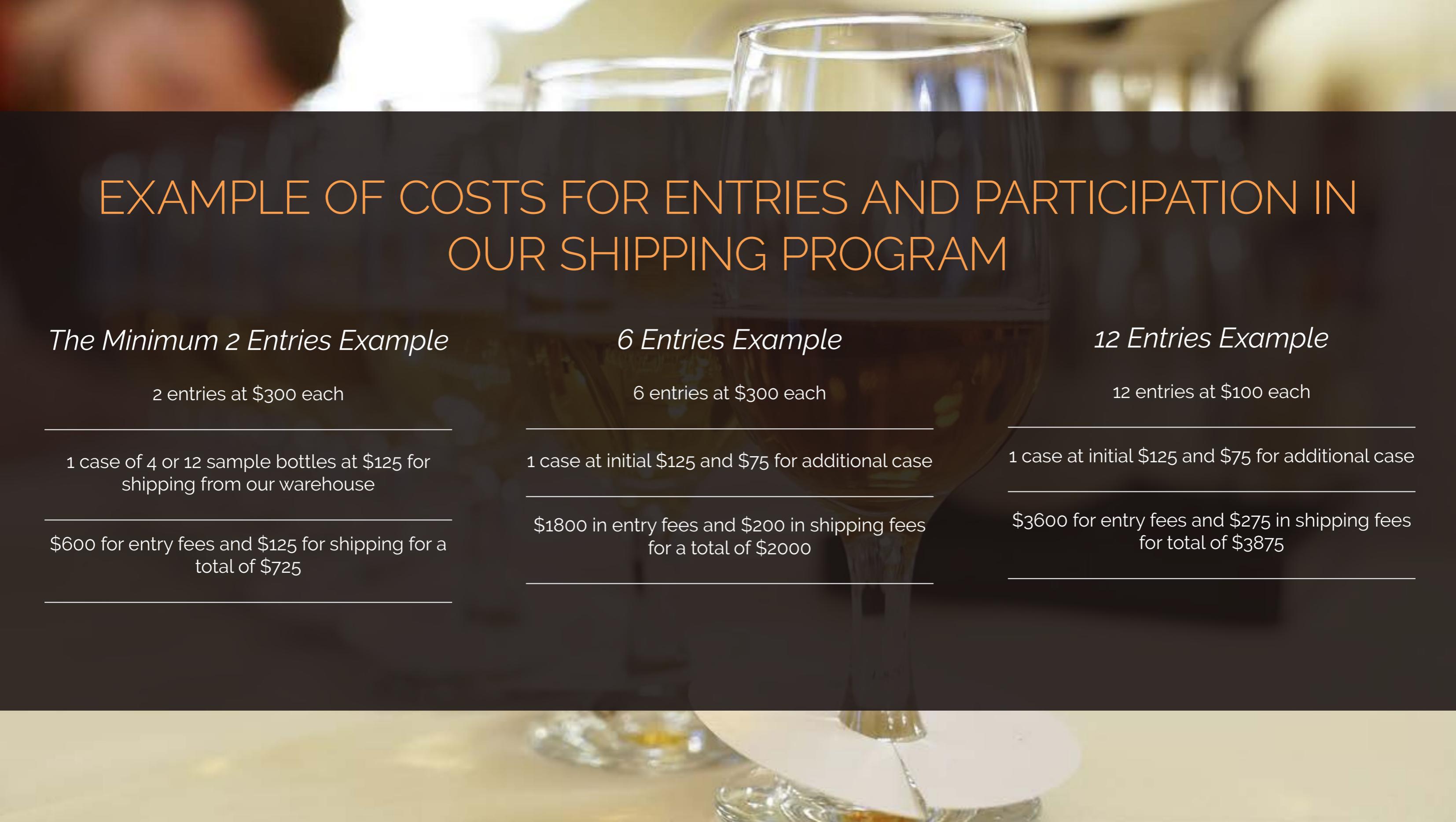
REQUIREMENTS FOR THE SHIPPING PROGRAM

- The spirit has to be commercially sold. It does not have to be sold in the USA.
- All entries must be entered online either at <https://www.thedatastill.com> or by filling out the entry form and emailing to us directly info@nyispiritscompetition.com.
- Minimum of 2 entries/skus will qualify for the shipping program.
- There is no limit to how many of your individual producers may enter the competition.
- There is no upper limit to entries. Each producer may enter the minimum of four individual spirits or 6 or 17 or 24 spirits and more.
- The amount of samples bottles/can is based upon size of the each entry: 4 x 333/375ml/ or 3 x 500, 700, 750ml, 1L.



ENTRY FEES & SHIPPING COSTS FOR YOUR SPIRITS PRODUCERS

- Entry cost is separate to be paid online at <https://www.thedatastill.com> or by wire transfer with an additional wire US \$15 wire transfer fee.
- Shipping cost is US \$125 for the first case of 2 entries and then \$75 per additional case with no limit to how many entries.
- COLA waiver and shipping costs from our warehouse in France is included in the above pricing.



EXAMPLE OF COSTS FOR ENTRIES AND PARTICIPATION IN OUR SHIPPING PROGRAM

The Minimum 2 Entries Example

2 entries at \$300 each

1 case of 4 or 12 sample bottles at \$125 for shipping from our warehouse

\$600 for entry fees and \$125 for shipping for a total of \$725

6 Entries Example

6 entries at \$300 each

1 case at initial \$125 and \$75 for additional case

\$1800 in entry fees and \$200 in shipping fees for a total of \$2000

12 Entries Example

12 entries at \$100 each

1 case at initial \$125 and \$75 for additional case

\$3600 for entry fees and \$275 in shipping fees for total of \$3875

DATES & OTHER OPTIONS

Shipping Dates and COLA Paperwork Deadlines

- All Entries to be delivered to our France warehouse by April 3rd 2022.

Other Shipping Options

- We are open to coordinating with your organization for a closer shipping address for your members. We would arrange pickup of your consolidated shipment and delivery to our warehouse in the United States. Please contact us directly to discuss the requirements for the local consolidated shipping program.





WHAT DO WINNERS RECEIVE?

- Winners receive a physical 2" medal
- Winners receive the digital image of their medal with free use in all of their marketing materials
- Winners have the opportunity to purchase stickers from the NYISC for their bottles or packaging
- Winners have the opportunity to purchase a medal license to use the medal image on their packaging and bottles
- Press Release announcing the winners of the competition
- Winners listing on the NYISC site
- Winners list shared with our domestic and international media partners

HOW DO WE WORK TOGETHER?

—We will create a special landing page with your logo explaining the shipping program to your members.

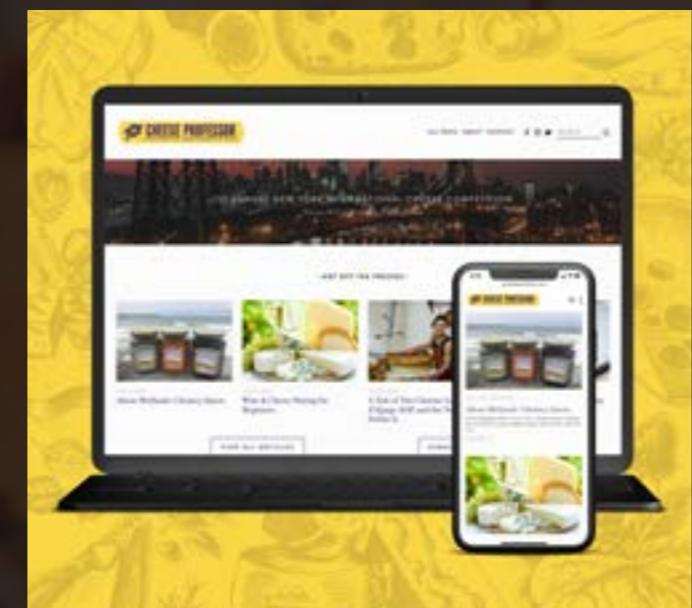
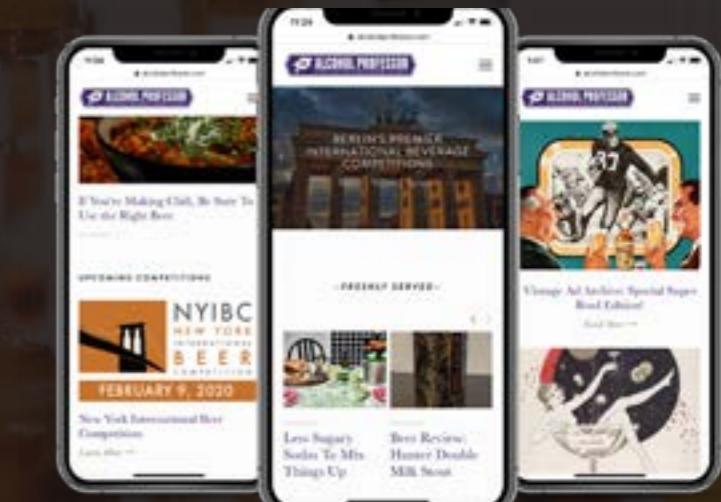
—Our staff will be available to discuss the results with your media outlets (advance notice required).

—Our New York Staff will make best efforts to help promote your members' winning products at private and public tasting events in New York and other agreed upon locations. We are happy to discuss other offsite and onsite promotion program options with your organization.

» Marketing Program For The Winners From The Competition

The Alcohol Professor is a Prosumer online media platform covering beer, wine & spirits from around the world. The platform was built to promote our winners in our international competitions from the International Beverage Competitions Group.

Winners are included in our reviews and receive priority coverage on our platform.



We recently launched *The Cheese Professor* site and will be sharing more cheese and beer and cider pairings articles and will prioritize promoting the winners on all of our platforms.

We are happy to work in cooperation with your organization with your local writers to provide media coverage on the Alcohol Professor platform about the winning breweries and your region.

THANK YOU!

We are seeking to have a strong relationship with your organization to promote our shipping program as well as the winners in our competition all year round.

Please contact us directly with any questions about participating in our shipping program.

Cheers,

*Adam Levy – Founder
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Competition*

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