CWSA WINNERS PACK

You did it! Congratulations on your success at CWSA - officially the biggest and most prestigious wine and spirits competition in Hong Kong and China. Your products were blind tasted by 100 of Hong Kong and China's top Importers, Distributors, Sommeliers and Hoteliers.

NOW it is time to PROMOTE your CWSA win to showcase your success and boost sales. Use this complimentary CWSA Winners Pack and the easily downloadable images/logos/info on here for your advantage. Everything you need to shine is on: **cwsa.org/promote**

STEP 1:

Order official CWSA Stickers and Bottle Tags and make your products stand out on the shelves worldwide. CWSA medal stickers showcase winning wines to buyers who are seeking the all important CWSA stamp of approval. Whether you are the producer, distributor, importer or retailer, this is your chance to celebrate and boost sales. Order yours NOW...

cwsa.org/sticker-shop

STEP 2:

Use the Press Release Template amend it and send to all:

- Local, national and international press
- Existing and potential suppliers, importers, distributors, retailers
- Local trade organisations and government asking them to promote your CWSA success story

cwsa.org/press-release-template

STEP 3:

Print CWSA Poster (in high resolution) and display with pride for all:

- International Exhibitions
- Wine Tastings
- POS promotion

cwsa.org/medal-winner-poster

STEP 4:

Download CWSA logo, CWSA Medal images and add them to your:

- Website homepage
- News page
- Advertisements in print media, posters, billboards, and online
- Email footer, compliment slips and letter heads
- Linkedin status and achievements
- Social media (Facebook and twitter) and trade media (including Global Wine and Spirits and Beverage Trade Network)

cwsa.org/medal-and-press-images

STEP 5:

Display your CWSA certificate at all trade events, in your offices and send link to all your distributors so they can enhance your promotion in their markets.

cwsa.org/results

ONCE AGAIN, HUGE CONGRATULATIONS TO YOU FROM CWSA!

CWSA TEAM

PS - It is NOW time to enter the CWSA.
CWSA discovers the wines and spirits that will be major hits in Hong Kong and China and boosts the potential and sales of boutique and major brands by giving them the recognition they deserve.

Enter today at: **cwsa.org/enter**