You did it! Congratulations on your success at the Gin Of The Year - The World's Most Important Gin Competition. Your products were blind tasted by Europe's most powerful Gin Buyers in London.

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

- Order Digital Medals and receive within 24 hours.
- Make your products stand out on the shelves worldwide.
- Gin Of The Year Medal Stickers showcase winning gin to buyers who are seeking the all important Gin Of The Year stamp of approval.
- Whether you are the producer, distributor, importer or retailer, this is your chance to celebrate and boost sales.

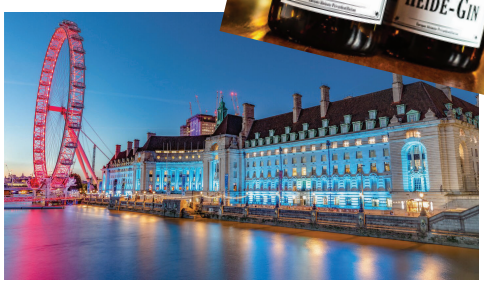
Orders yours NOW...
ginoftheyear.org/sticker-shop

STEP 1:

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 governments asking them to promote your Gin Of The Year success story

ginoftheyear.org/press-release-template



STEP 2:

Print your Gin Of The Year Poster(in high resolution) and display with pride for all:

- Online video gin tastings and auctions
- International Exhibitions
- Wine Tastings
- POS Promotion

ginoftheyear.org/medal-winner-poster

STEP 3:

Download Gin Of The Year logo,
Gin Of The Year Medal images and add them to your:

- Website homepage
- Website news page
- Advertisements in print media, posters, and online
- Email footer, compliment slips and letter heads
- LinkedIn status and achievements
- Social media

ginoftheyear.org/medal-and-press-images

STEP 4:

Display your Gin Of The Year certificate at all trade events, in your offices and send copies to all your distributors so they can enhance your promotion in their markets.

ginoftheyear.org/results

ONCE AGAIN, HUGE CONGRATULATIONS TO YOU FROM GIN OF THE YEAR!

It is NOW time to enter the Gin Of The Year

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