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Buenos Aires to host first IWC Wine Industry Awards Argentina in 2025

International event will honor excellence across the Argentine wine sector with over 20 award categories and a gala ceremony

Friday, June 13, 2025



For the first time in Latin America, Buenos Aires will host the IWC Wine Industry Awards Argentina, an event inspired by the renowned International Wine Challenge (IWC) from the United Kingdom. The awards ceremony is scheduled for September 25, 2025, at the Hilton Buenos Aires Hotel. This annual gala aims to recognize and celebrate the key players who bring Argentine wine to consumers, highlighting excellence across every link in the wine industry chain.

The IWC Wine Industry Awards Argentina is organized by Winifera and will feature a distinguished panel of judges and international figures. The event will include a public and professional wine fair, a series of IWC Talks with leading voices from wine, gastronomy, communication, and innovation, as well as the presentation of IWC Trophies to Argentine wines that have been awarded in London. More than 20 categories are open for nominations, covering wineries, distributors, wine shops, sommeliers, wine tourism experiences, marketing campaigns, and educational centers. The evening will conclude with a gala dinner.

The official call for entries is now open. Companies and professionals from all areas of the Argentine wine sector can submit their applications through the official website. Some categories—such as Best Communicator, Wine Influencer, Institutional Campaign, and Wine Personality—will be selected by a jury of industry experts. Finalists will be chosen by secret juries coordinated by the event’s Co-Chairs, with the final vote cast by María Laura Ortiz and Matías Prezioso. All finalists will be invited to attend the awards ceremony.

The IWC Wine Industry Awards Argentina marks a significant milestone for the region as it becomes part of the International Wine Challenge franchise. The IWC has been based in the UK for over 40 years and is considered one of the most influential wine competitions worldwide. It uses a blind tasting system and consensus evaluation to award wines and has recognized industry leaders in Spain for more than a decade.

This year’s event in Buenos Aires will be hosted by Oz Clarke, one of the world’s most influential wine critics and a prominent figure at IWC events. Chris Ashton, global owner of the competition, will also attend. During the gala, trophies and gold medals will be presented to Argentine wines recognized by the international jury in London.

Distinctions will also be given to companies and professionals who have made significant contributions to Argentina’s wine ecosystem.

María Laura Ortiz, sommelier, journalist, and director of IWC Wine Industry Awards Argentina 2025, explained that her motivation was to bring an international wine gala to Argentina with a local perspective. She emphasized that this event is not just about awarding prizes but about celebrating those who innovate, communicate, and maintain quality in the industry every day.

The categories for this year’s awards reflect the diversity of talent within Argentina’s wine sector. They include Best National Distributor, Best Regional Distributor, Best Wine Tourism Hotel, Best Winery Restaurant, Best Restaurant Cellar, Best Winery Marketing Campaign, Best Wine Shop, Best Online Store, Best Large-Format Wine Shop, Best Digital Winestore, Best Winery Store, Best Wine Bar, Best Wine Tourism Experience, Best Wine Packaging, and Best Wine Education Center. There are also honors for communicators and leaders in the industry.

The event is expected to attract specialized press, industry leaders, international buyers, and key stakeholders from across Argentina’s wine sector. With its integration into one of the world’s most respected wine competitions and its focus on every aspect of the industry—from production to communication—the IWC Wine Industry Awards Argentina 2025 aims to set a new standard for recognition in Latin American wine culture.