**BCCTaipei Better Business Awards**

**Spirit of Scotland – ESG & Sustainable Excellence The Grand Cask Award**

**2025 Guidance and Criteria**

Please provide any supporting documents as separate attachments when you send this application in.

Please answer the criteria in the space provided in English or Chinese

**Company Name (English/Chinese):**

**Company Website:**

**Contact Person:**

▪ Name:

▪ Email:

▪ Phone Number:

**Judging Criteria**

**1. Summary of Activities**
Describe how your brand has promoted Scotch whisky heritage and excellence in Taiwan.

Highlight ESG-related efforts or sustainability initiatives (e.g., eco-packaging, local partnerships, or community impact).

*(Limit to 600 words)*

**2. Impact Statement**

Share the results, reach, or significance of your initiatives.
*(Limit to 1000 words)*

**3. Optional Supporting Material**
Include up to 3 relevant items (e.g., event photos, media links, sustainability campaigns).
*(Limit to 500 words)*

your core business strategies.
*(Limit to 500 words)*

**Why the Spirit of Scotland Award?**

The Spirit of Scotland – ESG & Sustainable Excellence Awards celebrate the heritage, craftsmanship, and responsibility of Scottish whisky distributors in Taiwan.

**The Grand Cask Award** recognises established whisky houses that set the benchmark for quality, tradition, and innovation, while demonstrating a strong commitment to sustainability and ESG values within the spirits industry.

This award is open to global whisky brands with annual worldwide **sales exceeding USD 1 billion.**

**Three finalists will be chosen, and one winner will be announced at the BCCT Better Business Awards.**

These awards spotlight those who champion Scotland’s iconic whisky culture while contributing to cultural exchange, responsible enjoyment, and positive community impact in Taiwan.

**Judging Process**

Applications will be evaluated by an independent panel of experts and assessed based on the following key areas:

Suggested Activities

• Hosting premium whisky-tasting events or masterclasses that highlight both heritage and responsible enjoyment.

• Driving whisky education, storytelling, or cultural appreciation with a sustainability focus.

• Promoting eco-conscious initiatives such as sustainable packaging, reduced carbon impact, or community outreach.

• Collaborating with local partners or cultural groups to elevate whisky appreciation with an ESG narrative.

• Demonstrating innovation while preserving traditional distilling values and environmental stewardship.

**Selection Process**

For each award category, three finalists will be shortlisted, and one winner will be selected by the judging panel.

Evaluation Criteria:
• Promotion of Scottish whisky heritage and culture in Taiwan.
• ESG initiatives, sustainability practices, or contributions to community wellbeing.
• Demonstration of quality, innovation, or storytelling that enhances brand appreciation.
• Alignment with the purpose and prestige of the Spirit of Scotland Awards.

**How to Submit**

Organisations can submit up to two pieces of supporting evidence, explicitly referred to or linked within the main application.
Submissions may include hyperlinks (within the word limit) and must focus on activities that occurred within the **24 months** preceding the award deadline.

Email your application to **BBAMarketing@bcctaipei.com** by Sunday**, 17 August 2025**.