



STRICTLY EMBARGOED UNTIL 00.01HRS, TUESDAY 23 JANUARY 2023

WORLD ALCOHOL-FREE AWARDS ANNOUNCES GROUND-BREAKING UPLIFT AWARD

Tuesday 23 January, 2023 – LONDON. The World Alcohol-Free Awards has teamed up with creator and owner of Noughty Alcohol-Free Wines, **Amanda Thomson**, to launch a ground-breaking new award.

The Uplift Award has been created to support and celebrate those in the drinks industry who struggle to move forward with their career due to economic, educational, or social difficulties. The Uplift Award will offer the winner an opportunity to obtain expert industry mentoring from Amanda Thomson and her network of high-level industry contacts.

The award is open to anyone working in the alcohol-free space, whether that's making a drink, selling drinks or running events, anywhere in the world.

Prospective candidates will need to complete either a short online form, or submit a 30-second video outlining their credentials. Shortlisted candidates will be interviewed by the selection panel.

The winner will receive six months of mentorship, advice and access to five-star contacts from the Uplift sponsor, Amanda Thomson, as well as profile-enhancing coverage of their story and progress on the World Alcohol-Free Awards website, with free entry to the next year's competition.

The Uplift Award is open for submissions from now until Friday 16 June. Anyone wanting to submit can email the competition on info@worldafawards.com for more details.

"The **Uplift Award** is different from everything else in the competition because it's not about products and tasting," said the competition's head of judging, Chrissie Parkinson. "Rather, it's aimed at helping people from historically disadvantaged backgrounds to make a success of whatever they are doing."

"We can't think of anyone better to work with on this than Amanda," said the World Alcohol-Free Awards' director, Chris Losh. "She's created a globally respected alcohol-free brand from scratch, with nothing but hard work and talent. Having access to her expertise will be a huge bonus for any fledgling business."

“Entering and progressing successfully in the drinks industry is tough,” says Amanda Thomson. “Without a discernible network of industry friends and mentors, it’s even tougher. I hope this award will offer some inspiration to those needing help on their career journey who can offer diversity of thought and attitude, which in turn will benefit all of us in the alcohol-free drinks sector.”

For more information

Chris Losh, co-director – chrisl@worldafawards.com; +44 (0)7771 547769

Chrissie Parkinson, head of judging – chrissiep@worldafawards.com; +44 (0)77971 292846

Amanda Thomson, CEO Noughty/Uplift Mentor – hello@thomsonandscott.com; +44 (0)7909 685077

About the World Alcohol-Free Awards

Founded in 2022 by Chris Losh and Chrissie Parkinson, the World Alcohol-Free Awards is the first global drinks competition completely dedicated to products at or below 0.5% Abv.

Judging for its first competition will take place in London in March 2023, with tasters flying in from the Middle East, Europe and the US to take part.

The medal-winners will be revealed in April 2023.

www.worldafawards.com

About Amanda Thomson

Amanda Thomson is the CEO and Founder of B Corp Certified Thomson & Scott and creator of Noughty Alcohol-Free wine.

Sold in more than 40 countries after only launching in 2019, both Noughty and Amanda are taking the global drinks industry by storm. Having been raised on a plant-based, no sugar diet, Amanda has always had a keen interest in healthy living. After a successful career as an Arts Broadcaster at the BBC, she moved to Paris and studied for her Diploma in Wine at the renowned Le Cordon Bleu School.

Amanda is a Department of International Trade Ambassador and was awarded an EY Winning Women accolade, as well as Best Wine Concept at Le Cordon Bleu. She was also voted one of Business Insider’s Coolest 100 People in Food & Drink.

