



DECEMBER 15, 2011

WORLD SPIRITS COMPETITION: 2012

IT IS QUITE AN ACCOMPLISHMENT TO BE SELECTED AS THE "WORLD'S BEST" IN "THE WORLD'S LARGEST BEVERAGE COMPETITION"™. MORE SO WHEN THIS HONOR IS BESTOWED UPON YOUR BRAND BY A PANEL OF INDUSTRY PROFESSIONALS REPRESENTING ALL AREAS OF THE GLOBE, RATHER THAN JUST A SPECIFIC COUNTRY OR INDIVIDUAL COMMUNITY AS IS SO OFTEN SEEN. THE BEVERAGE WINNERS LISTED BELOW ARE IN FACT THE PINNACLE OF THEIR FIELD, THE CRÈME DE LA CRÈME, INCOMPARABLE IN QUALITY, VALUE AND INGENUITY. YOU COULD SEARCH THE PLANET AND NOT FIND A FINER GROUP OF PRODUCTS TO BE SURE, AND THIS WE KNOW BECAUSE WE COMPLETE THIS TASK EVERY YEAR!

OUR COMPETITION:

THE WORLD'S LARGEST BEVERAGE COMPETITION: BEVERAGES FROM AROUND THE WORLD PARTICIPATE IN THE WORLD BEVERAGE COMPETITION FOR MANY REASONS. INTEGRITY, PRESTIGE, HONOR AND SUCCESS ARE WORDS BEST USED TO DESCRIBE THE EFFECT THAT BEVERAGE BRANDS ENJOY AFTER RECEIVING AN AWARD FROM THIS TIME-HONORED COMPETITION. THE WORLD BEVERAGE COMPETITION WAS FOUNDED ON THE PREMISE THAT BEVERAGE PRODUCTS SHOULD BE JUDGED NEITHER BY THE STRENGTH OF THEIR MARKETING, NOR THE BUDGET OF THEIR SALES FORCE; BUT RATHER ON THE QUALITY AND INNOVATION OF THE PRODUCT ITSELF. THE TRADITION CONTINUES AS WE HAVE RECENTLY EXPANDED THE NUMBER OF BEVERAGE CATEGORIES TO COVER THE FULL SPECTRUM OF PRODUCTS AVAILABLE IN THE WORLD TODAY. OUR COMPETITION HAS GIVEN BEVERAGE BRAND OWNERS SPANNING THE GLOBE THE CHANCE TO COMPETE ON AN EVEN PLAYING FIELD.

ALL PRODUCTS SUBMITTED TO THE WORLD BEVERAGE COMPETITION ARE TASTE TESTED BY A PANEL OF JUDGES WHO...

...ARE INDUSTRY PROFESSIONALS FROM 6 DIFFERENT CONTINENTS; NOT CELEBRITIES, BEVERAGE RETAILERS OR PUBLIC FIGURES WHOM MAY SHOW PARTIALITY TOWARDS A PARTICULAR BRAND.

...ARE NOT ANNOUNCED TO THE PUBLIC, AS THIS LEADS TO UNDUE INFLUENCE FROM BRAND OWNERS AND THE MEDIA, WHICH RESULTS IN ISSUES OF CREDIBILITY FOR THE COMPETITION.

...DO NOT SEE THE PACKAGING OR KNOW THE BRAND NAME PRIOR TO DOCUMENTING AND SUBMITTING THEIR TASTING SCORECARDS FOR THE COMPETITION.



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BEHIND CLOSED DOORS, IN A TASTING ROOM CLOSED TO BRAND PARTICIPANTS AND THE PUBLIC, THIS “DOUBLE-BLIND” TASTE TEST METHOD IS ONE THAT IS MOST EFFECTIVE IN PROVIDING HONEST OPINIONS FROM THE PANEL. THE PRODUCTS ARE ALL BROUGHT TO THEIR OPTIMUM TASTING TEMPERATURE, THUS ASSURING THE PANEL THE SAME SENSATION OF TASTE THAT IS RECEIVED BY THE GENERAL POPULOUS.

THE PACKAGING EVENT OCCURS AFTER THE TASTING EVENT PROCESS HAS BEEN COMPLETED, WHICH GIVES THE HIGHEST LEVEL OF CONTROL OVER THE TASTING PANELS' OPINIONS DURING THE TASTING PHASE. ONLY AFTER ALL JUDGING IS COMPLETE AND ALL SCORES ARE TALLIED ARE ANY OF THE RESULTS OR INFORMATION ABOUT THE COMPETITION RELEASED TO THE INTERNATIONAL PRESS.

NOW THE RESULTS ARE FINALLY IN; AFTER MORE THAN 20,000 MILES OF TRAVEL FOR THE JUDGING PANEL, THE COMPETITION HAS FINALLY COMPLETED! THIS YEAR PLAYED HOST TO MORE ENTRIES THAN ANY YEAR PRIOR. MANY BRAND OWNERS COMPETED WITH THEIR ENTIRE ARSENAL OF PRODUCT OFFERINGS, YET IN THE END IT SEEMS THAT THE BEST QUALITY CAME FROM A SMALL GROUP OF MANUFACTURERS WHOM HAVE HONED THEIR CRAFT TO BECOME THE “WORLD’S BEST”.

**WE ARE PROUD
TO PRESENT TO THE WORLD,
THE WINNERS OF THIS YEARS
COMPETITION:**



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TASTING AWARDS: VODKA



PLATINUM
"BEST OF SHOW"
Integre Vodka

Origin: USA

Judges Notes: "Silky smooth & refined..."



GOLD:
ID Vodka
Egypt



SILVER:
Binboa
Turkey



BRONZE:
Stravinsky
Poland

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TASTING AWARDS: VODKA FLAVORED



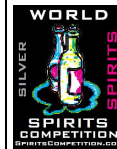
PLATINUM
"BEST OF SHOW"
Binboa Red Apple

Origin: Turkey

Judges Notes: "The sweet red apple taste of this vodka won over the entire panel of judges. This vodka is a real winner."



GOLD:
Bear Hug
Cranberry – USA



SILVER:
Meoko
Strawberry – USA



BRONZE:
Binboa
Satsuma – Turkey



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TASTING AWARDS:

RUM: UN-AGED / BLANCO / WHITE



PLATINUM
"BEST OF SHOW"
Don Q Cristal

Origin: Puerto Rico

Judges Notes: "Sweet and simple taste that leaves a pleasant finish is what makes this white rum the best of show."



GOLD:
Yaharra Bay
USA



SILVER:
JM Rhum Clement
Martinique



BRONZE:
Beliza Silver
Belize

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TASTING AWARDS:

RUM: AGED



PLATINUM
"BEST OF SHOW"
Bacardi Reserva
Limitada

Origin: Puerto Rico

Judges Notes: "Incomparable. What more can be said about a rum with such a sophisticated and superior taste?"



GOLD:
Don Q Gran Anejo
Puerto Rico



SILVER:
Bacardi Oakheart
Puerto Rico



BRONZE:
Panama Red
Panama



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TASTING AWARDS: RUM: FLAVORED / SPICED

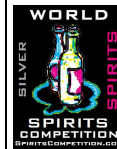


PLATINUM
“BEST OF SHOW”
Bacardi Arctic
Grape
Origin: Puerto Rico

Judges Notes: “This Grape Rum is a unique flavor that you must try. It’s a taste sensation!”



GOLD:
Rogue Hazelnut
USA



SILVER:
Don Q Coco
Puerto Rico



BRONZE:
Blackbeard
Puerto Rico

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TASTING AWARDS: TEQUILA: UN-AGED / BLANCO / SILVER

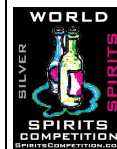


PLATINUM
“BEST OF SHOW”
Mar Azul
Origin: Mexico

Judges Notes: “Blanco Tequila is normally not ‘Sippin’ Tequila’; this Blanco is for sipping, not for shooting.”



GOLD:
El Mayor
Mexico



SILVER:
Tradicion Azul
Mexico



BRONZE:
Punta Serena
Mexico



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TASTING AWARDS: TEQUILA: AGED / REPOSADO



PLATINUM
"BEST OF SHOW"

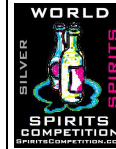
El Mayor

Origin: Mexico

Judges Notes: "Smooth. Smooth. Smooth.
Did I mention Smooth?"



GOLD:
Punta Serena
Mexico



SILVER:
Exotico
Mexico



BRONZE:
Tradicion Azul
Mexico

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TASTING AWARDS: TEQUILA: EXTRA AGED / ANEJO



PLATINUM
"BEST OF SHOW"

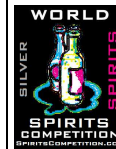
Grand Mayan

Origin: Mexico

Judges Notes: "An authentic expression of
the Mexican tradition of tequila."



GOLD:
Punta Serena
Mexico



SILVER:
El Mayor
Mexico



BRONZE:
Mar Azul
Mexico



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TASTING AWARDS:

TEQUILA: FLAVORED



PLATINUM
"BEST OF SHOW"
Mar Azul Banana

Origin: Mexico

Judges Notes: "Banana and tequila, an unexpectedly amazing and original combination."



GOLD:
Bear Hug Papaya
Mexico



SILVER:
Bear Hug Chili
Mexico



BRONZE:
Mar Azul Almond
Mexico

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TASTING AWARDS:

WHISKEY, WHISKY, SCOTCH & IRISH WHISKEY



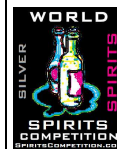
PLATINUM
"BEST OF SHOW"
Aberfeldy 21

Origin: Scotland

Judges Notes: "A taste is a reminder of why Scotland is known for Whisky, and why Aberfeldy is known for producing truly great Scotch."



GOLD:
Dewars 18
Scotland



SILVER:
Bowmore 12
USA



BRONZE:
Rogue Dead Guy
Spain



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TASTING AWARDS: LIQUEURS & APERITIFS



**PLATINUM
"BEST OF SHOW"**

Rhythm

Origin: USA

Judges Notes: "Rhythm Rocks."



**GOLD:
Coco-Lat Walker
USA**



**SILVER:
FAQ Lemon
New Zealand**



**BRONZE:
Boulaïne Carmel
USA**

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TASTING AWARDS: GIN



**PLATINUM
"BEST OF SHOW"**

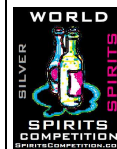
Rogue Spruce

Origin: USA

Judges Notes: "The distinct flavor of Spruce is unmistakable; it grows on you as you continue to taste it."



**GOLD:
Yahara Extra Dry
USA**



**SILVER:
Rogue Pink
USA**



**BRONZE:
Happy Gin
England**



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PACKAGING AWARDS: SPIRITS PACKAGING



**PACKAGING PLATINUM
"BEST OF SHOW"**

Dewars Signature

Origin: Scotland

Judges Notes: "Dewar's Signature Edition packaging presentation is the re-invention and definitive interpretation of what traditional Scotch packaging should be."



**PACKAGING GOLD:
ROXOR Gin
USA**



**PACKAGING SILVER:
ID Black Onyx
Egypt**



**PACKAGING BRONZE
Square One
USA**



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AND SO ANOTHER YEAR PASSES, ANOTHER COMPETITION UNFOLDS, AND ANOTHER BATCH OF "WORLD'S BEST" PRODUCTS ARE UNVEILED TO THE PUBLIC AROUND THE GLOBE. THE INTENSE SCRUTINY BY WHICH THESE PRODUCTS ARE JUDGED PAYS TRIBUTE TO THE QUALITY DERIVED FROM THE MANUFACTURERS OF THESE GOODS. NO OTHER BEVERAGE COMPETITION GOES TO THE LENGTHS THAT THE WORLD BEVERAGE COMPETITION STRIVES FOR TO INSURE A FAIR, COMPLETE AND LEVEL COMPETITION FOR ALL THE ENTRANTS. THE WORLD BEVERAGE COMPETITION IS A MEMBER IN GOOD STANDING OF THE WORLD TRADE ORGANIZATION AND COMPLIES WITH ALL INTERNATIONAL LAW. WITH THESE SAFEGUARDS IN PLACE, IT IS NO WONDER WHY THE WORLD BEVERAGE COMPETITION IS ACCREDITED AS THE PREMIER TASTING EVENT IN THE WORLD OF BEVERAGES, AND WHY IT IS KNOWN AS: "THE LARGEST BEVERAGE COMPETITION IN THE WORLD!"™

FOR MORE INFORMATION ABOUT THE WORLD SPIRITS COMPETITION PLEASE VISIT OUR WEBSITE: WWW.SPIRITSCOMPETITION.COM OR EMAIL US AT: INFO@SPIRITSCOMPETITION.COM

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