



DECEMBER 15, 2012

WORLD BEVERAGE COMPETITION: 2013

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.



WORLD BEVERAGE COMPETITION
BEVERAGECOMPETITION.COM

WORLD SPIRITS COMPETITION
SPIRITSCOMPETITION.COM

WORLD WINE COMPETITION
WINESCOMPETITION.COM

WORLD BEER COMPETITION
BEERCOMPETITION.COM

Member in good standing:

WORLD TRADE ORGANIZATION

ORGANISATION MONDIALE DU COMMERCE

ORGANIZACIÓN MUNDIAL DEL COMERCIO





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
WORLD BEVERAGE COMPETITION:**



WORLD BEVERAGE COMPETITION
BEVERAGECOMPETITION.COM

WORLD SPIRITS COMPETITION
SPIRITSCOMPETITION.COM

WORLD WINE COMPETITION
WINESCOMPETITION.COM

WORLD BEER COMPETITION
BEERCOMPETITION.COM

Member in good standing:

WORLD TRADE ORGANIZATION

ORGANISATION MONDIALE DU COMMERCE

ORGANIZACIÓN MUNDIAL DEL COMERCIO





WORLD BEVERAGE COMPETITION
TASTING AWARDS: WATER

WWW.BEVERAGECOMPETITION.COM



PLATINUM
"BEST OF SHOW"

**SPEARHEAD
SPRINGS**

ORIGIN: CANADA

JUDGES NOTES:
"THIS WATER WAS
SIMPLY
MAGNIFICENT."



GOLD:
BELIKA
BELIZE



SILVER:
AQUA-VEET
MADAGASCAR



BRONZE:
**VOLCÁN DE
AGUA**
SPAIN

WORLD BEVERAGE COMPETITION
TASTING AWARDS: WATER: FLAVORED / INFUSED / SPORTS

WWW.BEVERAGECOMPETITION.COM



PLATINUM
"BEST OF SHOW"

**REV D
BLUEBERRY**

POMEGRANATE
ORIGIN: USA

JUDGES NOTES:
"A HINT OF
CINNAMON SPICE
MAKES IT FRUITY
AND FLAVORFUL."



GOLD:
B ALIVE!
BELIZE



SILVER:
VIVA SPORTIF
PORTUGAL



BRONZE:
Q'AGUA
SPAIN



WORLD BEVERAGE COMPETITION
BEVERAGECOMPETITION.COM

WORLD SPIRITS COMPETITION
SPIRITSCOMPETITION.COM

WORLD WINE COMPETITION
WINESCOMPETITION.COM

WORLD BEER COMPETITION
BEERCOMPETITION.COM

Member in good standing:

**WORLD TRADE
ORGANIZATION**

**ORGANISATION
MONDIALE
DU COMMERCE**

**ORGANIZACIÓN
MUNDIAL
DEL COMERCIO**





WORLD BEVERAGE COMPETITION

WWW.BEVERAGECOMPETITION.COM

TASTING AWARDS: SODA / CARBONATED (NON-ENERGY)



**PLATINUM
"BEST OF SHOW"**

**SPLICE
VERY
BERRY**

ORIGIN: RUSSIA

**JUDGES NOTES: "A
UNIQUE CONCOCTION
THAT QUENCHES AND
INSPIRES."**



**GOLD:
LIVENIT RED
ORANGE
BRAZIL**



**SILVER:
DEW EAST
CHINA**



**BRONZE:
NOTO
NOSOTROS
VENEZUELA**

WORLD BEVERAGE COMPETITION

WWW.BEVERAGECOMPETITION.COM

TASTING AWARDS: ENERGY



**PLATINUM
"BEST OF SHOW"**

DNA

ORIGIN: USA

**JUDGES NOTES:
"LIGHTNING STRIKES
TWICE FOR THIS
UNIQUE ENERGY
BRAND!"**



**GOLD:
ENZ RED
SPAIN**



**SILVER:
DIPPS
CANADA**



**BRONZE:
LOLO ENERGY
BLEND
CHILE**



WORLD BEVERAGE COMPETITION
BEVERAGECOMPETITION.COM

WORLD SPIRITS COMPETITION
SPIRITSCOMPETITION.COM

WORLD WINE COMPETITION
WINECOMPETITION.COM

WORLD BEER COMPETITION
BEERCOMPETITION.COM

Member in good standing:

**WORLD TRADE
ORGANIZATION**

**ORGANISATION
MONDIALE
DU COMMERCE**

**ORGANIZACIÓN
MUNDIAL
DEL COMERCIO**





WORLD BEVERAGE COMPETITION

WWW.BEVERAGECOMPETITION.COM

TASTING AWARDS: JUICE



**PLATINUM
"BEST OF SHOW"**

**ESSENTIALS
TAMARIND**

ORIGIN: USA

**JUDGES NOTES: "A
FLAVOR THAT
LEAVES YOU
WANTING MORE."**



**GOLD:
MEIER'S PINK
CATAWBA
SPARKLING
USA**



**SILVER:
ESSENTIALS
SINFUL
USA**



**BRONZE:
AGAVAMEDIA
PANAMA**

WORLD BEVERAGE COMPETITION

WWW.BEVERAGECOMPETITION.COM

TASTING AWARDS: COFFEE



**PLATINUM
"BEST OF SHOW"**

WAKE U

ORIGIN: USA

**JUDGES NOTES:
"EYE OPENING
FLAVOR!"**



**GOLD:
SUART'S
GOLD
JAMAICA**



**SILVER:
DE'LITE SPICE
USA**



**BRONZE:
EXODON DARK
BLEND
CHILE**



WORLD BEVERAGE COMPETITION
BEVERAGECOMPETITION.COM

WORLD SPIRITS COMPETITION
SPIRITSCOMPETITION.COM

WORLD WINE COMPETITION
WINESCOMPETITION.COM

WORLD BEER COMPETITION
BEERCOMPETITION.COM

Member in good standing:

**WORLD TRADE
ORGANIZATION**

**ORGANISATION
MONDIALE
DU COMMERCE**

**ORGANIZACION
MUNDIAL
DEL COMERCIO**





WORLD BEVERAGE COMPETITION

www.BEVERAGECOMPETITION.COM

TASTING AWARDS: TEA



**PLATINUM
"BEST OF SHOW"**

**TRUE
SUGAR FREE
GREEN**

ORIGIN: USA

**JUDGES NOTES:
"YOU ENJOY EVERY
DROP."**



**GOLD:
NINE ELEVEN
AUSTRALIA**



**SILVER:
ELITE EARL
GREY
ENGLAND**



**BRONZE:
ASIA PACIFIC
CHINA**



WORLD BEVERAGE COMPETITION
BEVERAGECOMPETITION.COM

WORLD SPIRITS COMPETITION
SPIRITSCOMPETITION.COM

WORLD WINE COMPETITION
WINESCOMPETITION.COM

WORLD BEER COMPETITION
BEERCOMPETITION.COM

Member in good standing:

**WORLD TRADE
ORGANIZATION**

**ORGANISATION
MONDIALE
DU COMMERCE**

**ORGANIZACIÓN
MUNDIAL
DEL COMERCIO**





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 BEVERAGE COMPETITION PLEASE VISIT OUR WEBSITE: www.BEVERAGECOMPETITION.COM OR EMAIL US AT: INFO@BEVERAGECOMPETITION.COM

COPYRIGHT © 1995-2012 WORLD BEVERAGE COMPETITION. ALL RIGHTS RESERVED. BRAND NAMES AND PRODUCT PHOTOS UTILIZED IN THE DESCRIPTIONS HEREIN ARE THE PROPERTY OF THEIR PROSPECTIVE TRADEMARK HOLDERS AND ARE UTILIZED WITH PERMISSION SOLELY FOR THE PURPOSE OF BRAND ENTRY DESCRIPTION, AWARD ACKNOWLEDGEMENT AND PROMOTION OF THE COMPETITION ITSELF. NO CLAIM IS MADE BY THE COMPETITION TO VALUE OR SALABILITY OR UTILIZATION FOR ANY PARTICULAR PURPOSE OF ANY ITEMS HEREIN NOR FOR RIGHTS ON ANY TRADEMARKS OR TRADE NAMES HEREIN OTHER THAN THOSE OF THE COMPETITION ITSELF.



WORLD BEVERAGE COMPETITION
BEVERAGECOMPETITION.COM
 WORLD SPIRITS COMPETITION
SPIRITSCOMPETITION.COM
 WORLD WINE COMPETITION
WINESCOMPETITION.COM
 WORLD BEER COMPETITION
BEERCOMPETITION.COM

Member in good standing:

WORLD TRADE ORGANIZATION

ORGANISATION MONDIALE DU COMMERCE

ORGANIZACIÓN MUNDIAL DEL COMERCIO

