



the SIP AWARDS

INTERNATIONAL SPIRITS COMPETITION



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THE 2010 SIP AWARDS: ONCE AGAIN, THE CONSUMERS CHOOSE THE BEST OF THE BEST AT THE SPIRITS INTERNATIONAL PRESTIGE (SIP) AWARDS

SAN DIEGO, CALIFORNIA, June 22, 2010- Following the success of its inaugural spirits competition in 2009, The Spirits International Prestige (SIP) Awards (www.SIP Awards.com) presented the 2010 SIP Awards at the exclusive Ivy Rooftop at the Hyatt Andaz Hotel in downtown San Diego, CA on Thursday, June 10, 2010.

This year's competition proved to be an even greater challenge for each of the 162 spirits competing for the coveted *Platinum Prize* awarded to the consumer's spirit of choice! The SIP Awards is the only international spirits competition leveling the playing field for established brands and newcomers alike by enlisting consumers as judges. These judges engage in blind tastings by scoring each spirit on *Aroma, Taste, and Finish*. Last week's competition featured a judging panel of 50 consumers who were personally selected from over 300 submission applications. These judges were chosen based on a detailed review of the demographical information provided on their submission form. "We look for the average end user of the products, and make our selection based on specific demographical info to ensure a true representation of the consumer," states Navid Firoozi, Event Production Director for the SIP Awards. "Furthermore, we verify that no judge is in any shape or form affiliated with or employed by a distributor or wholesaler, or has ties within the alcoholic beverage industry".



Global brands featured in the competition included but were not exclusive to Vodkas, Gins, Rums, Whiskeys, Tequilas, and Liqueurs. Several countries were represented including England, U.S.A, Mexico, India, South Africa, Turkey, Finland, and Germany. The following is a list of some of the notable winners:

Platinum – “Best of Class”

New Amsterdam Gin
Shakers Original American Vodka
360 Double Chocolate Vodka
Antiguo Blanco Tequila
Ambhar Reposado Tequila
El Jimador Anejo Tequila
Semillero Joven Mezcal
Don Q Anejo Rum
Deadman's Mango Rum
A.de Fussigny XO Fine Champagne
Nature's Own Strawberry Delight
Don Q Mojito
Bong Spirit Vodka

Distinguished Platinum Winners

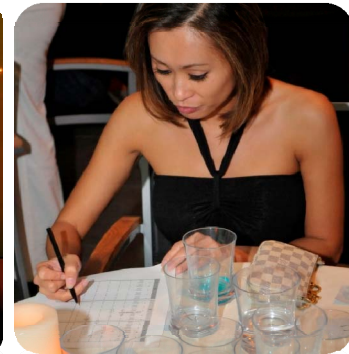
Crater Lake Vodka
Dolce Touch Hybrid Luxury Vodka
Smooth Vodka
Binboa Satsuma Vodka
Finlandia Grapefruit Fusion Vodka
Rose by Dragon Bleu Vodka
UV Sweet Green Tea Vodka
The Balvenie Doublewood
Autentico Tequila Alacran
Familia Camarena Silver Tequila
Herradura Anejo Tequila
Tequila 1519 Reposado
Zignum Mezcal Anejo
IS vodka
Sipping Spirits Resolute Pink Vodka
U'Luvka Gift Box

(For a complete list of the categories, participants, winners, and to view photos of the event, visit: www.SIP Awards.com)

Despite being in only its second year, The SIP Awards has established itself as one of the top spirits competitions, welcomed by brand owners, wholesalers, and distributors. “This year we were pleased



to see so many brands register and enter the competition”, says Operations Director Daniela Williams. “Our competition strives to be as transparent as possible when it comes to our judging, and scoring as well as identifying the winners based on our panel of consumer judges...we’re looking forward to expanding on our model and welcoming an even higher number of participants in 2011”.



Interested parties wishing to learn more about the SIP Awards, past competition and future registration deadlines may visit www.SIP Awards.com

See event pictures [HERE](#)