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Consumers Select the Best Spirits at the 2011 SIP Awards

SAN DIEGO, CALIFORNIA, August 9, 2011- The Spirits International Prestige (SIP) Awards (www.SIP Awards.com) hosted its 2011 international spirits competition at the Vin de Syrah spirit & wine parlor in downtown San Diego, CA on July 28, 2011.

Distillers rallied their highest quality spirits to compete for the coveted status as a consumer favorite. The competition, which enlists consumers to form its judging panel, featured 73 judges who participated in a blind tasting of 249 global spirits. Total scores reflected each judge's rating across three areas: *aroma*, *taste* and *finish*.



“We carefully select judges who have no industry affiliation and represent an accurate sample of the public. This is not about who has the best marketing campaigns, which brand has won awards in the past, or who has a local fan base- it is purely about quality...” explains executive producer Paul Hashemi. “These are not distillery experts or professional food and wine critics who write to please advertisers; our judges are the people who rate beverages all the time as they select a spirit on the weekend or evening for their own enjoyment.” The judges spoke by awarding the highest honors to the following competitors:



Platinum – “Best of Class”

Nadared Vodka
NutLiquor / Peanut Butter Vodka
London Dry Gin / New Amsterdam
Revel Stroke Spiced Whisky
Smokehead Islay Single Malt Scotch Whisky
El Tesoro Platinum Tequila
Antiguo Reposado Tequila
Don Rich Reserva Anejo Tequila
KAH Extra Anejo Tequila
Zignum Anejo Mezcal
Angostura Reserva
Angostura 1919
Donq Mojito
Cruzan Single Barrel Rum
XO Borderies Camus Cognac
Adult Chocolate Milk
Tails Cosmopolitan
Bong Spirits Vodka
KAH Tequila Series

Distinguished Platinum Winners

Enchanted Rock Vodka
Is Vodka
Little Black Dress Original Vodka
Twenty 2 Vodka
Finlandia Grapefruit Vodka
Little Black Dress Pineapple Honey Vodka
360 Georgia Peach Vodka
TY KU Sake Silver
Don Benito Silver Tequila
Herradura Blanco
Tributo Blanco Tequila
El Decreto Reposado Tequila
Ambhar Reposado Tequila
Tres Mujeres Reposado Tequila
Tres Generaciones Anejo Tequila
The Wild Geese Irish Soldiers & Heroes - Limited Edition
SXchachacha
Gold Miner Dark Rum
Whistling Andy Hibiscus Coconut Rum
Donq Gran Anejo Rum
Berneroy XO Calvados
Brady's Irish Cream Liqueur
Luxardo Amaretto
Jaan Paan Liqueur
VnC Cocktails Pacific Breeze
VnC Cocktails Margarita
Signature Vodka
u'Luvka Vodka
SX Liquor Series

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



These distinguished winners led the pack by earning the highest recognition among stiff competition. In the three short years since its inaugural competition, the number of participants has more than doubled. According to Hashemi, this tremendous growth is no surprise. “The focus on quality appeals to both smaller companies whose spirits are not yet available on a global distributorship-level, but are worthy of recognition on an international scale, and to consumers who are most concerned with

taste. Creating a level playing field is the best way to reward true quality beverages and to introduce consumers to world class drinks which would otherwise go undiscovered in the shadows of dominant companies.”

More information including the complete list of award winners, information on past competitions, and details on the 2012 competition is available at www.SIP Awards.com.

About The SIP Awards: The Spirits International Prestige (SIP) Awards were created to fill the void that is the current state of international spirits competitions. The illusion created by massive advertising budgets, celebrity endorsements and lofty judging is old, tired and susceptible to industry bias.

There is no better group of advisors for a product than real consumers. The SIP Awards are the first to cut to the core of public opinion as a starting point, rather than an afterthought, in branding and product development.

