



CONTACT:  
SIP AWARDS  
+1 (949) 420-0033  
[info@SIP Awards.com](mailto:info@SIP Awards.com)  
[www.SIP Awards.com](http://www.SIP Awards.com)

FOR IMMEDIATE RELEASE

## Record Number of Spirit Brand Square Off In The Leading Consumer Tasting Evaluation

*Unbiased consumers placed their votes for the Finest Spirits at the 2015 SIP Awards*

NEWPORT BEACH, California, June 30TH 2015 – Eighty seven consumer spirit enthusiasts gathered at the waterfront Balboa Bay Resort on May 31, 2015 to participate in the 7th annual consumer based spirits competition. The 2015 SIP Awards comprised of 423 brands from all over the globe competing for rank at the impartial mercy of consumer based blind-tasting.

The 2015 SIP Awards was a battle among the elite in each of the world's most popular Spirit categories. Each chilled, undiluted sample was presented to Judges in NEAT glasses, scientifically engineered to deliver an enhanced consistent tasting experience.

Tequilas, Gins, Rums, Whiskeys, Cognacs, Vodkas and Liqueurs were some of the participating spirits this year, each graded on Aroma, Taste, and Finish. The 2015 top rated brands included:

### Platinum – “Best of Class”

- |  |  |
|--|--|
| Brazos Gin                             | DECADA Tequila                           |
| Rogue Single Malt Vodka                | El Tesoro Reposado                       |
| Pinnacle Coconut Vodka                 | El Mayor Anejo                           |
| Old Hickory Straight Bourbon Whisky    | Zignum Mezcal Anejo                      |
| Hillrock Solera Aged Bourbon           | Ron Ramon Tremols XO                     |
| Tatoosh Rye Whisky                     | Monkey Spiced Rum                        |
| Dewar's White Label                    | Club Caribe Coconut Rum                  |
| Dewar's 15 Years Old The Monarch       | Feeney's Irish Cream Liqueur             |
| Craggenmore 12 YO                      | Tremols Pina Colada                      |
| Tim Smith's Climax Moonshine           | Powell & Mahoney Passion Fruit Margarita |
| Old Paducah Brand - Loaded Lemon Shine | Major Peter's The Works Bloody Mary Mix  |
| El Jimador Blanco                      | <b><u>Design</u></b> - Virus Vodka       |

## Platinum Winners

Cotswolds Dry Gin

Grand Royal Dry Gin

Atomic GIN

Brockmans Gin

SOTO - Junmai Diaginjo

Grumpy's Vodka

Belle of Dayton Vodka

Pyramid Vodka

Blue Label Vodka

Virus Vodka

Real Russian Vodka

Hanger One Vodka

Siku

Pinnacle Pineapple Vodka

FOU-DRE Vodka

360 Georgia Peach Vodka

360 Huckleberry Vodka

360 Mandrian Orange Vodka

Bonn Oir Irish Fire

Colville Bourbon

Jim Beam Bonded Bourbon

Spirit of America

Jim Beam Signature Craft Quarter Cask  
Bourbon

Jim Beam Harvest Bourbon Collection  
Brown Rice Bourbon

Jim Beam Harvest Bourbon Collection Soft  
Red Wheat

Dewar's White Label Scratched Cask

Label 5 Classic Black Blended Scotch  
Whisky

Buchanan's 18 Year Old Special Reserve  
Scotch

Dewar's 12 Years Old The Ancestor

Label 5 12 Year Old Blended Scotch  
Whisky

Buchanan's Red Seal

Glenroger's Blended Malt Scotch Whisky 8  
Years Old

Laphroaig Select

Cardhu 12 YO

Lagavulin 16 YO

Oban 14 YO

Old Forge Distillery Moonshine, Miller's  
Blend

Cousin Billy Best Run Moonshine

Jim Beam Kentucky Fire

Old Forge Distillery Moonshine, Coffee

George Jones White Lightning Apple Pie

Old Paducah Brand - Strawberry Shine

Oban Little Bay

Talisker Storm

Grand Royal Signature Whisky

Route 66 Tequila



El Mayor Reposado  
Tarantula 100 Reposado  
Hornitos Black Barrel Tequila  
Herradura Anejo  
Agave 99 Anejo  
Malinalli Extra Anejo  
Zignum Mezcal Reposado  
AGA-VIE Esprit D'Agave  
Ron Anejo Tremols Reserva Unica  
Ron El Toro Tremols  
Black Roberts Spiced Rum  
Barracuda Cay Spiced Rum  
Guajiro Honey Rum  
Rumhaven  
Club Caribe Mango Rum  
E&J Distillers Brandy VS  
E&J Distillers Brandy VSOP  
E&J Distillers Brandy XO  
Breckenridge Bitter

O'Donnells  
Tremols Prince Edward Rum Cream  
Tremols Pina  
Lovoka Caramel Liqueur  
Powell and Mahoney Peach Bellini  
Regatta Ginger Beer  
Cicero Beverage Co. Bacon Bloody Mary Mix  
Barsmith - Non-GMO Honey Ginger Cocktail Syrup  
Purely Syrup Vanilla Bean

### **Design**

DECADA Tequila  
Monkey Spiced Rum  
FOU-DRE Vodka  
Dead Head Rum  
U'Luvka Vodka  
Sangre deVida  
Kah Tequila Series

(For a complete list of the categories, winners, and photos from the event, visit: [www.sipawards.com](http://www.sipawards.com))

Staying true to the commitment to provide the most reliable measure of international beverage quality ratings, every year's Judges are every-day spirit consumers and extensively screened to ensure no affiliation with marketing, wholesalers or distributors tied to the spirits industry.

"People deserve the highest quality spirits at their fingertips. I want to level the playing field by stripping away the hype to provide quality brands a fair platform on which to compete." Says Paul Hashemi, founder of SIP Awards.

Awards include Bronze, Silver, Gold, Platinum and Best of Class for each category. The newest award introduced in 2014, is the Consumers' Choice Award, which honors a brand's unwavering commitment to their Legacy, Craft and to the ever important Consumer Palate, by placing in the SIP Awards two or more consecutive years.

The SIP Awards has experienced exponential growth within each of its 15 beverage categories. The increasing number of participating brands reflects SIP's ability to provide spirit makers a valuable, unbiased and exciting opportunity to distinguish themselves in the industry. It has also shined light on the obvious need in the marketplace for its honest arbitration.

## About SIP Awards

Catering to the opinions and palates of the discerning public, the SIP Awards present a unique, spirit judging competition, unaffected by industry bias. This pragmatic and refreshing model of evaluation provides an honest stage for feedback and recognition where top brands showcase their achievements. To learn more about the SIP Awards beverage competition, venue partnerships, or for a complete list of 2015 winners, visit [www.SIP Awards.com](http://www.SIP Awards.com).

