

# SIP AWARDS

INTERNATIONAL SPIRITS COMPETITION

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**FOR IMMEDIATE RELEASE**

## **SIP Awards Reveals the 2024 International Spirits & Mixers Competition Winners**

**Irvine, CA, May 10, 2024** – The SIP Awards, the esteemed consumer judging spirits competition, is excited to reveal the winners of the 2024 competition. This year’s event showcased an impressive array of spirits and mixers from around the world, reflecting the growing diversity and innovation within the industry.

The 2024 SIP Awards demonstrated the competition’s ongoing commitment to integrity, transparency, and consumer-focused judging. With a wide range of entries, the SIP Awards continues to be a key player in the spirits and beverage industry, providing brands with a respected platform for recognition and feedback.

### **Key Highlights of the 2024 SIP Awards:**

- **Extensive Global Participation:** The 16th annual competition attracted over 1,300 entries from 56 countries, covering a wide variety of categories such as whiskey, vodka, gin, rum, tequila, mezcal, liqueurs, brandy, cognac, RTD cocktails, non-alcoholic spirits and many more. This global representation underscores the competition’s prestige and reach.
- **Unbiased Consumer Judging:** A panel of 302 spirit enthusiasts served as judges, ensuring a transparent evaluation process free from industry bias. This consumer-centric approach allows brands to receive genuine feedback from their target audience.
- **Scientific Evaluation Process:** Utilizing [the NEAT glass](#), each judge assessed spirits based on aroma, taste, and finish. This scientifically rigorous method ensures accurate and consistent results, highlighting the finest products in each category.

- **Prestigious Recognition:** Awards were distributed across multiple levels, including Platinum, Double Gold, Gold, Silver, and Bronze medals. Special honors such as Best of Class and Innovation Awards were also given, providing brands with a valuable marketing asset to promote their excellence.
- **The Consumers' Choice Award:** Proudly celebrates brands that have consistently demonstrated excellence over the years. The Consumers' Choice Award, our prestigious honor, was presented to 333 brands that have consistently impressed by winning in two consecutive years. This accolade highlights their unwavering commitment to quality and consumer satisfaction.

“We are thrilled to celebrate the exceptional spirits recognized in this year’s competition,” said Pouya Hashemi, Founder of the SIP Awards. “The diverse entries and insightful feedback from our consumer judges underscore the quality and innovation present in the industry today. We congratulate all the winners for their dedication to crafting outstanding spirits.”

Later this year, the SIP Awards is excited to host its inaugural International Spirits & Cocktail Event. This premier event offers brands the opportunity to showcase their award-winning spirits and mixers to an enthusiastic and discerning audience. Interested brands are encouraged to [signup](#) for more details and secure their spot in this exclusive showcase.

To explore the comprehensive list of SIP Awards categories, full list of winners, upcoming events and further information about the competition, please visit [www.sipawards.com](http://www.sipawards.com).

### **About the SIP Awards:**

The SIP Awards is a distinguished judging competition that provides spirit and mixer brands with exposure, unbiased feedback, and well-deserved recognition from consumers. As the sole blind tasting competition of its kind, the SIP Awards offers an impartial platform for leading brands to showcase their products to an astute and discerning audience.