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SIP Awards

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<https://sipawards.com>**FOR IMMEDIATE RELEASE****SIP Awards Announces the 2025 International Spirits & Mixers Competition Winners**

Irvine, CA, July 2, 2025 – The SIP Awards, the original consumer-judged spirits competition, has officially announced the results of its 17th annual event. This year's competition showcased a diverse and dynamic range of entries from around the world, underscoring the innovation, creativity, and craftsmanship shaping today's spirits industry. With continued momentum, the SIP Awards remains committed to its mission of delivering honest, consumer-focused results that offer brands valuable feedback and global recognition.

The 2025 competition welcomed over 1,300 entries from 47 countries, spanning categories including whiskey, vodka, gin, tequila, rum, mezcal, liqueurs, cognac, RTDs, cocktail mixers, non-alcoholic spirits, and more. This global participation highlights the SIP Awards' standing as a trusted and inclusive platform for both emerging and established brands. Judging was carried out by 297 spirit enthusiasts through a double-blind process. Evaluation took place via curated tasting kits which allowed participants to review spirits in a distraction-free environment as well as through a live tasting event featuring a wide selection of spirits and mixers. This hybrid format ensures feedback is unbiased and directly reflects consumer preferences, free from industry influence.

All entries were assessed using the NEAT glass, a tool specifically engineered to enhance accuracy in aroma and flavor evaluation. Judges scored each spirit based on aroma, taste, and finish, providing a consistent and fair assessment across the board. Awards were given across multiple tiers including Platinum, Double Gold, Gold, Silver, and Bronze medals. Additional distinctions such as the Best of Class and Innovation Awards offered brands further visibility and promotional value. A total of 292 brands earned the prestigious Consumers' Choice Award, recognizing those that achieved medal-winning status for two consecutive years—a mark of reliability, quality, and sustained consumer appeal.

"The 2025 results show how much talent and passion exist in the spirits world right now," said Pouya Hashemi, Founder of the SIP Awards. "We're proud to give a voice to the consumer and to spotlight brands that truly connect with real people."

Coming This Fall:

The SIP Awards will host an international Cocktail & Spirits Expo, a live tasting experience for buyers, influencers, and consumers. Award-winning brands can sign up now to participate. Space is limited.

For the full list of winners, upcoming events, or details on entering next year, visit www.sipawards.com.

About the SIP Awards

Established in 2009, the SIP Awards is the only international spirits competition judged exclusively by consumers. By eliminating industry bias, the competition provides honest feedback, high-impact recognition, and powerful marketing tools for participating brands.

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