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SIP Awards Spirits Competition Toasts Success in Las Vegas

This year's spirits competition once again uncovers many of the world's best-distilled spirits, while panel members enjoy the fitting ambiance of the Las Vegas fine dining district.

Las Vegas, Nevada, August 5, 2013 - The Spirits International Prestige (SIP) Awards—a distinguished spirits competition where consumer palate is king and brands receive ratings based on merit rather than marketing—were held July 30th at SHe by Morton's, a stylish, boutique steakhouse located on the Las Vegas Strip. The panel of 70 judges has tallied its votes, and winners have emerged from among 306 brands entrants. In its fifth year, the event attracted both established and up-and-coming brands from more than 20 countries.

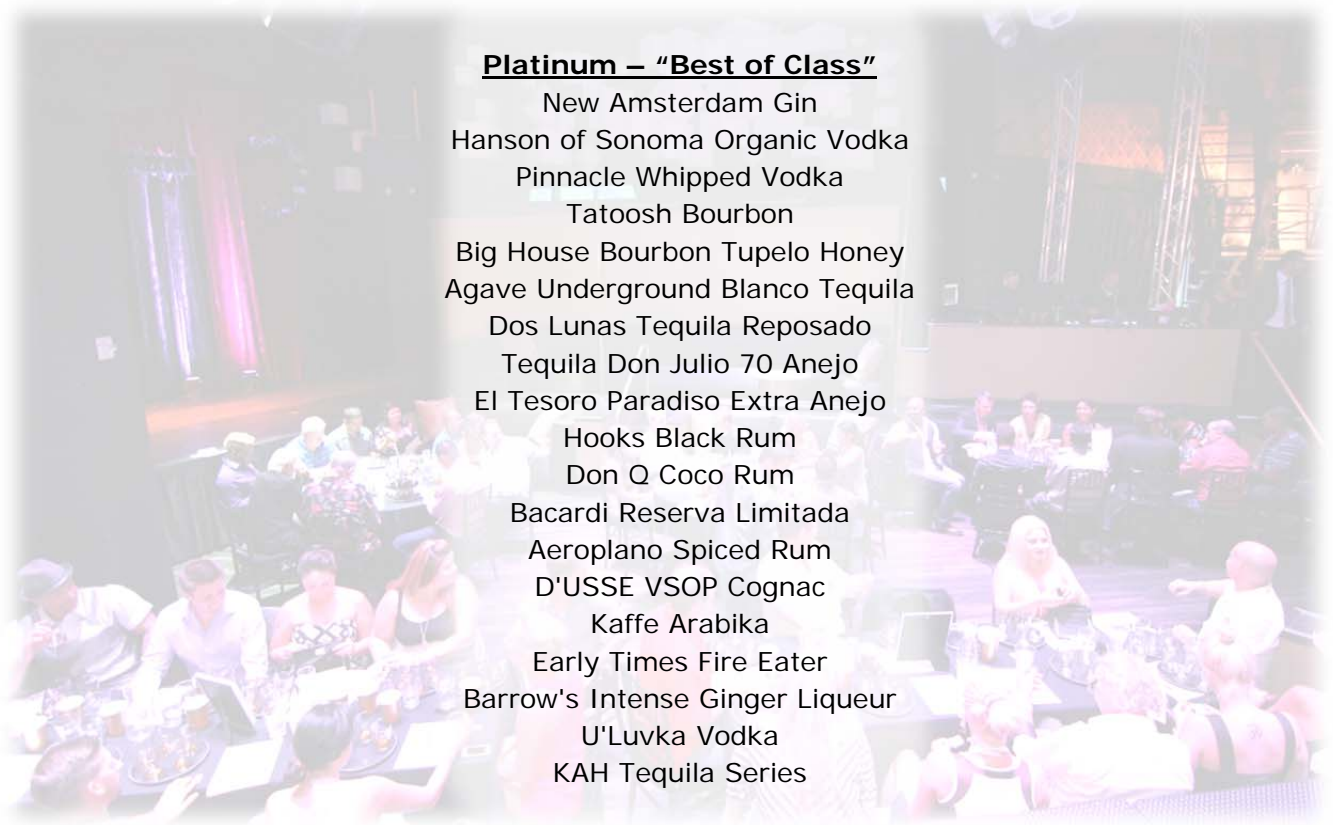
The Spirits

SIP Awards' panel members have no affiliation with marketers, wholesalers or spirit label distributors. Each spirit is presented undiluted and chilled, and scored based on aroma, taste, and finish in a blind tasting. Award levels include Bronze, Silver, Gold and Platinum.

Among the spirits competing for titles were gins, liqueurs, rums, tequilas, vodkas and whiskeys, each divided into multiple sub-categories. The top-tier 2013 winners are crowned as follows:

Platinum – “Best of Class”

- New Amsterdam Gin
- Hanson of Sonoma Organic Vodka
- Pinnacle Whipped Vodka
- Tatoosh Bourbon
- Big House Bourbon Tupelo Honey
- Agave Underground Blanco Tequila
- Dos Lunas Tequila Reposado
- Tequila Don Julio 70 Anejo
- El Tesoro Paradiso Extra Anejo
- Hooks Black Rum
- Don Q Coco Rum
- Bacardi Reserva Limitada
- Aeroplano Spiced Rum
- D'USSE VSOP Cognac
- Kaffe Arabika
- Early Times Fire Eater
- Barrow's Intense Ginger Liqueur
- U'Luvka Vodka
- KAH Tequila Series



Distinguished Platinum Winners

Old Grove Gin
Dillon's Gin 22
RWB Ultra-Premium Handcrafted Vodka
Stawski Classic Vodka
Bong Vodka
Premium Gera Vodka
ADK Vodka
Zims Fifty Nine
Finlandia Tangerine Flavored Vodka
Hanson of Sonoma Organic Coffee Vodka
360 Double Chocolate
360 Georgia Peach
Prairie Organic Cucumber Vodka
4 Spirits Bourbon Whiskey
Woodford Reserve Master's Collection Four Wood
Breckenridge Bourbon
Knob Creek Single Barrel Reserve
Triple Crown
WhistlePig Straight Rye Whiskey
Collingwood
Virgil Kaine Bourbon and Ginger
Tequila 1519 Blanco 100% Agave
Tequila 1519 "Organic" Blanco 100% Agave
Cabresto Tequila Silver
Suerte Tequila Blanco
Tequila 1519 "Organic" Reposado 100% Agave
Tequila Don Julio Reposado
Casamigos Reposado
Suerte Tequila Reposado
Tequila 1519 Anejo 100% Agave
Agave Underground Anejo Tequila
El Tesoro Anejo
Tequila Don Julio 1942
Dos Armadillos Tequila Anejo
Rincon Alteno
Bear Hug Tequila Infusions Papaya
Three Sheets White Rum
Florida Old Reserve Rum
The Real McCoy 5 Year Aged Rum
Ron Virgin Bold Coconut Rum
Don Q Gran Anejo Rum
Hooks Spiced Rum
Calvados Berneroy VSOP
E & J VSOP Brandy
Tequila Rose
LICOR 43
Trueglamour Lemon Drop Martini
Ballast Point Bloody Mary Mix
D'USSE VSOP Cognac
Slovenia Vodka
Hillrock Estate Distillery Solera Aged Bourbon
Bear Hug Bottle Design
Kealy's Moonshine
Agave Underground Tequila Series

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

The Prestige

The SIP Awards have become an increasingly popular and important international spirits competition. In addition to boosting brand recognition, winners enjoy the power of consumer choice credibility. "Consumers are the ultimate decision makers, and their honest opinions are something you just can't buy," says SIP Awards executive producer Paul Hashemi. "When you enter this competition, your spirit will be judged by a panel of consumers, not by industry insiders."

Although hundreds of brands enter the competition, only brands with the highest scores receive honors. Over 21% of the brands entered did not qualify for any type of accolade. Rising above several hundred entrants, the winners in each category have proven themselves superior to the competition, worthy of high honors from an honest and impartial consumer base.

Brands enjoy extended coverage and gain additional exposure to new demographics due in part to SIP Awards ever changing venues. This year's event basked in the ambiance and glamour of the Las Vegas fine dining district, mere steps from the main entrance of ARIA at The Shops at Crystals. Previous year's events have been held in the affluent economic hub of Irvine, Calif., and the well-guarded luxury high rises of San Diego. As for 2014, Hashemi states, "We are always looking for new and exciting venues."

About SIP Awards: Catering to the opinions and palates of the consuming public, the Spirits International Prestige (SIP) Awards present a unique, spirit-judging competition, unaffected by industry bias. To learn more about the SIP Awards spirits competition, venue sponsorship, 2014 entry registration, or for a complete list of 2013 winners, visit www.SIP Awards.com.

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