



SIP AWARDS

INTERNATIONAL CONSUMER TASTING

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The SIP Awards, the Largest Consumer Tasting Competition Conspicuously Absent of Industry Influence, Draws Record Number of Participating Spirit Brands

Consumers voted for the finest international beverages at the 2014 SIP Awards

Dana Point, California, May 8th 2014 - The SIP Awards, for its 6th annual competition partnered with St. Regis, Monarch Beach Resort, where on April 27th the 100 member judging panel converged to select the year’s most distinguished brands. Framed in a perfect coastline backdrop, a record 403 beverages were evaluated by the judges to select this year’s most distinguished brands.

Distilleries from around the world shined as they vied for a prestigious SIP Award. Among the spirits competing for titles were gins, liqueurs, rums, tequilas, vodkas, cognacs, whiskeys, and mixers each divided into multiple sub-categories. The 2014 top rated brands included:

Platinum – “Best of Class”

Aeroplano Avidores Gin
Healy's Reserve
LEAF Vodka- Alaskan Glacial Water
Pinnacle Coconut
Jim Beam Devil's Cut
Silver Cloud Moonshine
LBL Apple Sin Moonshine
KAH Tequila Blanco
Tequila 916 Reposado
Herradura Anejo
Malinalli Tequila Extra Anejo
Screech

Rum Diplomatico Reserva Exclusiva
Aeroplano Caribbean Spiced Rum
Bear Hug Rum Infusion Mango
Martini Bianco
St. Brendan's 708 Ireland
Laughing Glass Cocktails Margarita
Ballast Point Mai Tai
Major Peters Hot & Spicy Bloody Mary
Liquid Ice Energy Drink

Design

AVIV 613 Vodka
KAH Tequila Series

Platinum Winners

Downings	Embajador Tequila Premium Reposado
Filliers Old Grain Genever 15	Suerte Tequila Reposado
Old Grove Gin	Z Tequila Reposado
Aeroplano Vodka	Aeroplano LX Anejo
Breckenridge Vodka	Agave Underground Tequila
Cameo Vodka Classic	El Tesoro Anejo
Cutler's Vodka	Suerte Tequila Anejo
General Beauregard Dixie Vodka	Dulce Durado Tequila
Kruto Original	Three Sheets Rum
LEAF Vodka - Rocky Mountain Mineral Water	Bacardi 1873 Soleta
RWD Ultra Premium Gluten Free Vodka	Three Sheets Barrel Aged Rum
Tahoe Blue Vodka	Rum Summum Reserva Especial
Veev	Screech Spiced
360 Double Chocolate Vodka	E&J Brandy VS
360 Georgia Peach Vodka	Camus VSOP Borderies
360 Sorrento Lemon Vodka	Camus XO Elegance
Le Grand Saint Rose Sparkling Vodka	E&J Brandy XO
Bluegrass	Kaffe Arabika
Tatoosh Bourbon	McCormick Irish Cream
Hillrock Estate Distillery Solera Aged Bourbon	Rivulet Artisan Pecan Liqueur
Jim Beam Signature Craft 12 Years	Dosmaslicor de Canela Con Tequila
Jim Beam Single Barrel	Bungalow 23 Prickly Pear Margarita
Alibi American Whiskey	Bunglaw 23 Pear Ginger Martini
Dark Horse Distillery Reunion Rye Whiskey	Backyard Mary Bloody Mary Mix
Canadian Club 1858	Ballast Point Bloody Mary Mix
Kennedy Irish	Taste of Florida Spicy Bloody Mary Mix
Highland Earl	Neon Energy Drink
Platte Valley Moonshine	<u>Design</u>
Butterscotch Gold Moonshine	Bear Hug Vodka Cranberry
Sipp'n Sweet Corn	Global Vodka
Grand Royal Signature Whisky	Le Grand Saint Rose Sparkling Vodka
Grand Royal Special Reserve Whisky	Purity Vodka
3 Amigos Tequila Blanco	Slovenia Vodka
Sauza 901	U'Luvka Vodka
Tequila 916 Blanco	Infuse Vodka
Z Tequila Blanco	Tiburon Rum
el Jimador Reposado	

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

Particularly refreshing was the absence of industry influence. The SIP Awards stands apart as the only internationally recognized consumer judging competition. Here, the very best of the best compete, without the preconceived bias common in other tasting events. Each sample is presented chilled and undiluted in identical NEAT glasses, and scored based on aroma, taste, and finish in a blind tasting. Award levels include Bronze, Silver, Gold and Platinum.

New to 2014, was the introduction of the Consumers' Choice Award, which is only presented to brands that demonstrate unwavering dedication to their craft, quality and the consumer. This honor is reserved for brands that place for two or more consecutive years.

Participation in the SIP Awards has become synonymous with elite quality as judged by the selective tastes of the consumer. "This pragmatic and refreshing model of evaluation provides an honest stage for feedback and recognition" says SIP Awards founder, Paul Hashemi. "There is no better salute to superior quality and fine spirits, than winning the consumer panel's vote in a completely blind tasting."

The competition has experienced an incredible year after year growth through the entire spectrum of beverage categories. This is continued proof of the true value of a SIP Award as an exciting opportunity for brands to distinguish themselves and grow based on consumer taste and recognition.

About SIP Awards

Catering to the opinions and palates of the discerning public, the SIP Awards presents 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 2014 winners, visit www.SIPAwards.com.###

