



# SIP AWARDS

INTERNATIONAL CONSUMER TASTING

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## **SIP Awards International Spirits Competition Celebrates Biggest Event in 8 Year History**

NEWPORT BEACH, California, May 22, 2016 – Spirit Enthusiasts flocked to the lush Newport Beach Hyatt garden atrium on a sunny Sunday afternoon to kick off the 2016 SIP Awards. With serious momentum and now, on its 8<sup>th</sup> annual competition, the SIP Awards presented the 98 member Consumer Judging Panel with a spectrum of 462 international brands, in over 59 categories, for double blind tasting.

The record breaking number of spirits were ushered in using the SIP Awards' patented delivery system which ensures a consistent, focused, and accurate survey of consumer impressions of each category. Key elements include presentation of unmarked, temperature controlled, undiluted samples, each precision poured in its own eat glass, vessels scientifically designed to amplify the tasting experience.

Internationally respected as the only honest consumer spirit competition, the SIP Awards is unique in its extensive screening and security measures which ensure the Judging Panel is comprised purely of every-day spirit consumers, not tainted with any endorsement, involvement or influence from the spirit industry.

As interest in the SIP Awards has skyrocketed, so too has the number of Brands vying for the priceless exposure and valuable insight into sincere consumer reactions. This hand-in-hand growth has created an elite arena where only those brave enough to let their product speak for itself compete, and where a victory ensures the foundation of a winning legacy.

Winning a SIP Award is a critical milestone that signifies to the market that the most discerning and unbiased group, those who eventually vote with their wallets, have pre-selected their favorites and now, Brands are equipped with the proof to let the World know. Snowballing this momentum into attracting new customers is the only way smaller Brands can effectively level the playing field and showcase their undeniable strengths.

This consistent growth pattern is a testament to the value and impact brands enjoy after a SIP Awards success. Struggling brands benefit from an honest assessment and direction for improvement, while premier brands create, defend, and expand their legacies. The Consumer Choice Award is reserved exclusively for those with the fortitude to compete, and place, 2 or more consecutive years. Conducted separately from the tastings, the Bottle Design competition highlights creative efforts in packaging, branding, and the tactile customer experience, and is the only time any logos, brand names or bottle labels are visible. Presented as individual awards, a single brand may end up taking home multiple prizes, any of which will attract masses of new drinkers.

### **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 2016 winners, visit [www.SIP Awards.com](http://www.SIP Awards.com).