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FOR IMMEDIATE RELEASE

Setting Records & Breaking Boundaries

The 2019 SIP Awards is changing the way spirit brands reach consumers

Irvine, CA, May 28, 2019 - In 2009 a small group set out to tear down the walls between consumers and the innovative brands that make up the life's blood of the spirits industry. They saw a marketplace suffocated by antiquated status-quo and insider-dominated accolades. By cutting out the middleman, they sought to bring the spirits to the people. Enter the Spirits International Prestige (SIP) Awards; the only international spirits competition judged by consumers.

"We started the SIP Awards because we believe that spirits should be judged by those who enjoy them, and not just by those who have a vested interest or bias in selling them" - SIP Awards Founder & CEO Paul Hashemi

The SIP Awards 146 judges are selected to ensure demographic diversity and screened for any potential spirit brand affiliation. A proprietary algorithm is used to mitigate any palate inconsistencies. The results for the amazing diversity of entries, ranging anywhere from \$2 a bottle to \$1,600 a bottle, are judged specifically by industry *outsiders*.

From its inception 11 years ago as a small group of spirits enthusiasts, the Awards has now grown by an unprecedented 1,100%. The 2019 SIP Awards boasts a record 977 different brands competing for six award tiers across 93 different categories. Each year the Awards innovate new ways to bring brands and consumers together, from the crowd favorite Consumer's Choice Award that recognizes repeat top performer's "unwavering commitment to a spirit brand's craft and consumer palate," to this year's biggest addition: The Innovation Award.

"Our consumer judges often encounter new products or brands that they want to go back and revisit. There are so many brands introducing products, The Innovation Award is a way for our consumer judges to really honor and highlight brands that are doing something different and unique in the marketplace." - SIP Awards Director of Events, Cher Holmes

“It’s a way for brands to test the market without breaking the bank. Accolades like those handed out at the SIP Awards signify to consumers what they are missing out on; The first thing consumers do when the results are announced is look up the winners and search out the products they haven’t tried. It’s really a win-win on both sides”- Industry Insider George Maska, Founder of Neat Glass

The SIP Awards have uniquely positioned themselves in an exploding spirits industry as the preeminent path for brands to reach their target consumers to get effective brand exposure, along with real, unbiased feedback from those who will be making the ultimate votes with their wallets; the consumers. As the only blind tasting competition of its kind, the SIP Awards offers a fair platform for top brands to showcase their products to their most discerning audience.

For a complete list of the SIP Awards categories, winners, photos, venue partnerships and event info, visit: <https://sipawards.com>

About the SIP Awards

The SIP Awards provides a unique judging competition for spirit brands to gain exposure, feedback, and recognition from unbiased consumers. As the only blind tasting competition of its kind, the SIP Awards offers a fair platform for top brands to showcase their products to their most discerning audience. To learn more about the SIP Awards beverage competition, venue partnerships, or for a complete list of this year’s winners, visit <https://sipawards.com>.