

SIP AWARDS

INTERNATIONAL SPIRITS COMPETITION

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FOR IMMEDIATE RELEASE

SIP Awards Celebrates its 15th Anniversary with an Unprecedented New Record

Irvine, CA, May 29, 2023 – The SIP Awards, the renowned consumer judging spirits competition, proudly commemorates its 15th year of spirits judging. With a legacy built on integrity, transparency, and unbiased evaluations, the SIP Awards continues to surpass expectations, setting new records and solidifying its position as the ultimate authority in beverage rating.

The 2023 SIP Awards witnessed an extraordinary surge in participation, attracting an astounding record setting 1,382 spirit and mixer brands from across the globe. This remarkable number of entries demonstrates the industry's recognition of the SIP Awards as the pinnacle of consumer-focused competition. Winning a SIP Awards medal has become an accolade of tremendous significance, as the competition remains committed to maintaining the highest standards of excellence.

As the SIP Awards celebrates its 15th anniversary, it proudly honors brands that have consistently excelled over the years. The Consumers' Choice Award, the most prestigious recognition, is bestowed upon those brands that have continuously impressed by medaling in two consecutive years by delighting consumers, showcasing their unwavering commitment to quality.

The SIP Awards' unwavering dedication to consumer representation sets it apart from other competitions. The esteemed judging panel, comprising over 310 spirit enthusiasts, assures a fair evaluation process devoid of industry bias. By leveraging consumer-based judges, the SIP Awards ensure that the voices and preferences of the spirit-buying community are genuinely represented. This unique approach not only empowers brands with invaluable consumer insights but also facilitates direct access to their primary marketing demographic.

Cher Holmes, Director of Operations, emphasizes the SIP Awards' commitment to scientific accuracy, stating, "At the SIP Awards, excellence is not merely subjective; it is supported by scientific rigor. Each consumer judge evaluates spirit brands based on aroma, taste, and finish, using the revolutionary NEAT glass. This meticulous process

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enables us to collect and interpret a substantial volume of data, ensuring that only the finest brands receive the recognition they deserve."

To explore the comprehensive list of SIP Awards categories, winners, captivating imagery, and further information, please visit <https://sipawards.com>.

About the SIP Awards

The SIP Awards is a distinguished judging competition that provides spirit brands with exposure, unbiased feedback, and well-deserved recognition from consumers. As the sole blind tasting competition of its kind, the SIP Awards offers an impartial platform for leading brands to showcase their products to an astute and discerning audience. To learn more about the SIP Awards beverage competition, venue partnerships, or to access a complete list of this year's winners, visit <https://sipawards.com>.