

# JUDGED BY BARTENDERS, ON-PREMISE BUYERS & BAR MANAGERS

WITH THE FOCUS  
OF ON-PREMISE INDUSTRY

MAY 19 & 20, 2019  
SAN FRANCISCO



---

**EARLY BIRD ENTRY**  
October 31, 2018

---

**REGULAR ENTRY**  
December 31, 2018

---

**WAREHOUSE CLOSE**  
February 28, 2019

---

**JUDGING**  
May 19-20, 2019

---

**WINNERS ANNOUNCED**  
July 31, 2019

---

**THE BARTENDERS SPIRITS AWARDS WILL RECOGNISE, ENCOURAGE, PROMOTE AND CELEBRATE EXCELLENCE IN THE US BAR DRINKS INDUSTRY.**

The Bartender Spirits Awards will take place in San Francisco on May 19-20, 2019. This event will become the first spirits competition within the United States judged entirely by top bartenders within the industry. Using the tagline "Judged By Bartenders, Bar Managers and Off-Premise Managers For The On-Premise Industry," the Bartender Spirits Awards will recognize, encourage, promote and celebrate excellence in the U.S. drinks industry.

The aim of the new competition is to provide independent and honest reviews for brands targeting the U.S. bar trade. The judging panel consists of some of the most renowned names in the U.S. bar industry, all of them with extensive expertise within the on-premise industry. The result will be a relevant and practical source of reference for bartenders, bar managers, bar owners and other industry professionals when making purchasing decisions for their establishments.

Medals will be awarded to those spirits that meet very specific judging criteria, with a goal of identifying spirits that should become additions to bar inventories. Double Gold, Gold, Silver and Bronze medals are awarded to the best-performing spirits based on the following three factors: taste; packaging; and price. The goal is to isolate those spirits that not only score well in terms of mixability, versatility, and mouthfeel, but also are priced attractively and have superior branding and packaging.

Medal winners will be showcased in the Bartenders Spirits TOP 100 SPIRITS Guide, distributed to thousands of bartenders in the U.S. In addition, the Bartender Spirits Awards will provide extensive promotional support for all winners in competition, including press releases, listings on the competition website, and social media updates.

[www.bartenderspiritsawards.com](http://www.bartenderspiritsawards.com)  
+1 855 481 1112 (USA)

## WHY ENTER THE BARTENDER SPIRITS AWARDS



## SPIRITS AWARDS

### Raise the profile of your spirits

Winning a Bartender Spirits Award is a mark of excellence that is recognized across the bar industry. Especially if you are a spirits producer located outside of the United States, this is the perfect chance to win recognition for your spirits within the U.S. marketplace. In addition to awards for individual spirits, the Bartender Spirits Awards will award top producers within each category.

### Get in front of a hard-to-reach audience

Most spirits competitions are hosted with spirits consumers and spirits drinkers in mind. Thus, they tend to focus on factors that might not necessarily be important to on-premise buyers, many of whom are looking to address gaps in their overall bar inventory. The Bartender Spirits Awards provide an opportunity to reach a large group of these influential trade professionals.

### Promote your award-winning spirits

All winners at the Bartender Spirits Awards are fully supported by Beverage Trade Network in promoting their new medals or awards. Examples of promotional support include:

- Prominent listing on the Bartender Spirits Awards website
- Inclusion in the Bartenders Spirits TOP 100 SPIRITS Guide
- Press release mention of all winners at the conclusion of the event
- Social media marketing support
- Medal stickers for bottles
- Award logos and other promotional materials (available for download)
- Special features on all Double Gold and Gold Medal winners

DOUBLE GOLD	Best Value of the Year	Tequila of the Year
GOLD	Best Package of the Year	Scotch Whisky of the Year
BRONZE	Liqueur of the Year	World Whisky of the Year
SILVER	Bitter of the Year	Brandy/Cognac of the Year
Spirit of the year	Gin of the Year	Rum of the Year
Distillery of the year	Vodka of the Year	

## PRODUCERS AWARDS

The producer awards recognize the best performing drinks producers in the competition. The results are determined by a weighted points system, which scores the achievement of all brands entered into a single category. Awards include:

Gin Producer of the Year	Scotch Whisky Producer of the Year	Brandy/Cognac Producer of the Year
Liqueurs Producer of the Year	World Whisky Producer of the Year	Rum Producer of the Year
Vodka Producer of the Year		
Tequila Producer of the Year		