



WHAT IS ULTIMATE BEVERAGE CHALLENGE?

Setting New Standards For Spirits, Cocktail and Wine Evaluations Based on Integrity, Method and Credibility

Ultimate Beverage Challenge has taken spirits, cocktail and wine evaluation to the highest level of excellence with its three cutting-edge competitions - Ultimate Spirits Challenge, Ultimate Cocktail Challenge and Ultimate Wine Challenge. Founded by award-winning journalist, author, educator and critic **F. Paul Pacult**, wine and spirits publishing industry veteran **David Talbot**, and *Spirit Journal* managing editor **Sue Woodley**, Ultimate Beverage Challenges has provided both the industry and consumers with a clear and unassailable indication of beverage alcohol quality, in terms that are readily accessible.

A tacit and valid criticism of many competitions is that their results are inconsistent or, worse, imprecise, due to obsolete methodology or excessive doling out of medals. Ultimate Beverage Challenge has created the highest standard possible for beverage evaluation and uses a unique progressive scoring system, designed by F. Paul Pacult, that is based on the widely accepted and consumer friendly 100-point scale. Ultimate Beverage Challenge results have more consistently and accurately recognized superb products, setting them apart from the merely average. Producers will gain the maximum benefits for products that win high scores because those products will have earned authoritative accolades rather than ubiquitous medals.

THE EVALUATION

Ultimate Beverage Challenge Judging Chairman and Managing Director F. Paul Pacult says, "We've established the Challenges upon the foundation of my three interdependent evaluation principles: integrity, method and credibility.

- **INTEGRITY**, because my uncompromising supervision and, by extension, the integrity of our judges, assures the validity of each competition's results;
- **METHOD**, Ultimate Beverage Challenge employs my innovative and comprehensive multistage system of evaluation, which I've created specifically for Ultimate Beverage Challenge competitions, and
- **CREDIBILITY**, by gathering the most respected experts working in perfect judging conditions to reach consensus findings of unimpeachable honesty."

THE SCORING

Products will be scored on a 100-point scale and awarded citations as follows:

- 95-100 points: *EXTRAORDINARY, Ultimate Recommendation*
- 90-94 points: *EXCELLENT, Highly Recommended*
- 85-89 points: *VERY GOOD, Strong Recommendation*
- 80-84 points: *GOOD, Recommended*

The product or cocktail in each category with the highest score is awarded The Chairman's Trophy, the highest honor, as well as a concise composite video and text review.

UBC's Sue Woodley says, "UBC competitions are designed to build confidence between consumers, who pay attention to contest results for purchasing guidance, and beverage alcohol producers and importers who employ results for marketing purposes. The Challenges are a meaningful marketing tool for beverage alcohol companies, distributors, public relations companies, restaurateurs, retailers and salespeople."

UBC's David Talbot views UBC as a boon to beverage industry suppliers, importers and marketers in these tough economic times, saying, "Not only have the Challenges redefined how spirits, cocktails and wine should be evaluated, but we have brought these newly evaluated results directly to the consumer. In the fall of 2010, we hosted Ultimate Blast, a grand consumer tasting extravaganza in NYC that showcased our winning entries."

THE CHALLENGES

- **Ultimate Spirits Challenge – March 1 – 4, 2011**

Ultimate Spirits Challenge awarded top honors to the best spirit in its category – i.e., best gin, best tequila, best rum, etc. The entry classifications are broken down in ways that will showcase products in their best light, evaluated against their closest categorical peers. The spirits are served under ideal conditions at best serving temperatures and in proper glassware. For example, vodkas are served chilled to enhance how they taste. Judges tasted all products blind and employed a custom-created format. *2011 Ultimate Spirits Challenge results:* http://www.ultimate-beverage.com/wine_reviews/spirits-results/

- **Ultimate Cocktail Challenge – April 5 – 8, 2011**

Ultimate Cocktail Challenge included two competitions in 2011 and brands chose to enter both or either. CLASSIC COCKTAIL Challenge awarded top honor to the spirit that 'performed' best in a classic cocktail, i.e., best gin in a gin martini, best tequila in a margarita, best rum in a mojito, etc. There were multiple classic cocktails in each category. Each rum entered, for instance, was judged in each of the classic rum cocktails. And **NEW in 2011 - SIGNATURE COCKTAIL Challenge!** Here brands entered their own cocktail recipe(s) and these cocktails went go head to head with all other signature cocktails in the same category – i.e., vodka cocktails competed against all other vodka cocktails, gin vs gin cocktails, etc. *2011 Ultimate Cocktail Challenge results:* www.ultimate-beverage.com/ucc2011results

- **Ultimate Wine Challenge – May 2 – 6, 2011**

Ultimate Wine Challenge awarded top honors to the best wine in its category – i.e., best pinot noir, best riesling, best Champagne, etc. Entered wines were tasted blind, in flights organized by category and served in glassware most appropriate to the specific classification and at proper temperatures. All tasting and scoring was by panel and subject to three separate, progressive set of evaluations. *2011 Ultimate Wine Challenge results:* http://www.ultimate-beverage.com/wine_reviews/wine-2011-results/

All Ultimate Beverage Challenges will be held at **Astor Center** in New York City under ideal judging conditions because the world's foremost beverage evaluation *must* happen in North America's state-of-the-art facility.

THE JUDGES

Ultimate Beverage Challenge is gathering a "Who's Who" of wine and beverage alcohol authorities. In addition to Judging Chairman F. Paul Pacult and Assistant Judging Chairman Sean Ludford, judges include international superstars: Michael Apstein, Jacques Bezuidenhout, Tad Carducci, Dale DeGross, Mary Ewing-Mulligan (MW), Doug Frost, Ethan Kelley, Don Lee, Laura Maniec (MS), Ed McCarthy, Jim Meehan, Steve Olson, Robert Plotkin, gaz regan, Julie Reiner, Jack Robertiello, Audrey Saunders, Pat Savoie, Andy Seymour, Jennifer Simonetti-Bryan (MW), David Wondrich and more. Read complete bios at www.ultimate-beverage.com.

ABOUT ULTIMATE BEVERAGE CHALLENGE (www.ultimate-beverage.com)

Ultimate Beverage Challenge (UBC) provides expert evaluation of wines and spirits for producers, importers and marketers through its three innovative annual competitions – Ultimate Spirits Challenge, Ultimate Cocktail Challenge and Ultimate Wine Challenge. UBC promotes the results from the Challenges to consumers, media and members of the trade through its Web site, email, blogs, newsletters, videos and social media. In addition, UBC hosts ULTIMATE BLAST, a gala consumer, media and trade tasting event to showcase the most noteworthy wines and spirits.

Additional Information: For questions, entry forms, photos, videos and press coverage go to www.ultimate-beverage.com or contact us at info@ultimate-beverage.com or 1.347.878.6551.

Media inquiries: Contact Manuela Savona at manuela@savonacommunications.com, 1.917.969.1275.

Facebook: <http://www.facebook.com/UltimateBeverageChallenge>

ULTIMATE BEVERAGE CHALLENGE IS THE FUTURE OF BEVERAGE COMPETITIONS TODAY.

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