



ULTIMATE SPIRITS CHALLENGE
KNOW THE SCORE



ULTIMATE SPIRITS CHALLENGE 2013 ANNOUNCES BEST GIN, VODKA, SCOTCH, TEQUILA AND MORE

2013 Chairman's Trophy Winners and Full Results Announced Today, Including USC's First 100-Point Spirit

New York, NY (March 21, 2013) – Ultimate Beverage Challenge's (UBC) fourth annual [Ultimate Spirits Challenge](#) was held at state-of-the-art Astor Center in New York City on March 11-15, 2013. Today, Ultimate Spirits Challenge (USC) proudly announces this year's Chairman's Trophy winners and Finalists in more than 30 spirits categories, including USC's first 100-point score that honors Highland Park 25 Years Old Single Malt Scotch Whisky from Orkney.

Ultimate Spirits Challenge 2013 had a record number of entries, up 8% from last year, from more than 70 companies and 30 countries around the world. This year's entries likewise included more craft spirits than ever before and an extraordinarily high standard of spirits across all categories.

Led by UBC Founder and Judging Chairman **F. Paul Pacult** and Judging Co-Chairman **Sean Ludford**, the judges included many of the world's most famous distilled spirits authorities, award-winning authors, spirits buyers, journalists, educators, bar owners and consultants. The judging panels rated the distillates on the 100-point scale, using USC's innovative multilevel evaluation system, which renders the industry's most unassailable results. This remarkable super-group of experts named **33 Ultimate Spirits Challenge Chairman's Trophy winners** and **151 Finalists**. Judges for USC 2013 were *F. Paul Pacult, Sean Ludford, Jacques Bezuidenhout, Tad Carducci, James Conley, Dale DeGross, Jim Meehan, Dan Nicolaescu, Steve Olson, Julie Reiner, Jack Robertiello, Jennifer Simonetti-Bryan, MW, Katie Stipe and David Wondrich.*

Says UBC founder F. Paul Pacult, "The increase in entries we've had for Ultimate Spirits Challenge each year is a testament to suppliers who appreciate our meticulous attention to rating and scoring their products. They understand that Ultimate Spirits Challenge also provides them with an array of useful tools to help them build and market their brands, from credible scores to insightful tasting notes to useful point-of-sale materials to our summary guide in *Beverage Media*."

THE 2013 RESULTS

This year, all spirits rated 85 points and higher will have their own results page on the USC website, inclusive of relevant award information, downloadable score icon, tasting note, accolade and bottle image. On the results page, USC will also provide a summary page for this year's Great Values and Top Scores in each category. Because of Ultimate Spirits Challenge's partnership with Astor Wines & Spirits, all spirits that display a shopping cart icon boast a 'click and purchase' option for consumers who can place their order online, with direct delivery to many states in the U.S.

For the first time, a selection of 24 products from China were submitted as a group for assessment by a special Ultimate Spirits Challenge panel of judges, the results of which can be found here www.ultimate-beverage.com/special-evaluation/.

Ultimate Spirits Challenge...not like any other competition and doesn't want to be.

For a complete list of results go to www.ultimate-beverage.com/usc2013results/

For downloadable images (hi/lo res) go to www.ultimate-beverage.com/2013USCpics

2013 ULTIMATE SPIRITS CHALLENGE **CHAIRMAN'S TROPHY WINNERS**

VODKA - UNFLAVORED

Tahoe Blue

VODKA - FLAVORED

HOPHEAD Pot Stilled Hop Flavored

GIN

Fords Gin

AQUAVIT

Linie Aquavit

TEQUILA - 100% AGAVE

BLANCO: Milagro Silver

REPOSADO: Siete Leguas Reposado

AÑEJO: IZKALI Añejo

EXTRA AÑEJO: Casa Sauza XA Edición Limitada Extra Añejo

MEZCAL

Del Maguey Minero

RUM

Brugal Papa Andres

RHUM AGRICOLE

Rhum Clement Grande Reserve 6 Years Old

WHISK(E)Y – NORTH AMERICA

AMERICAN WHISKEY: Balcones 1 Texas Single Malt

BOURBON: Blanton's Single Barrel Kentucky Straight Bourbon

RYE: Knob Creek Rye

TENNESSEE WHISKEY: George Dickel No. 12

WHISKEY - IRELAND

BLENDED: Jameson 18 Years Old

IRISH POT STILL WHISKEY: Redbreast 15 Years Old

SINGLE MALT: Tullamore Dew 10 Years Old

WHISKY - SCOTLAND

BLENDED MALT: Haig Supreme 1627 12 Years Old

BLENDED: Royal Salute 21 Years Old

SINGLE MALT*: Highland Park 25 Years Old (100 points)

WHISKY - CANADA

Caribou Crossing Single Barrel

BRANDY

ARMAGNAC: Delord 30 Years Old 1981 Bas-Armagnac France

CALVADOS: Boulard XO Calvados France

COGNAC: Hardy XO Cognac France

GRAPPA: Bocchino Riserva Carlo Bocchino Grappa Italy

PISCO: Barsol Supremo Mosto Verde Pisco Peru

FRENCH BRANDY: St-Rémy Réserve Privée

SPANISH BRANDY: Cardenal Mendoza Brandy de Jerez

AMERICAN BRANDY: E & J XO

SHOCHU

Iichiko Frasco Barley

LIQUEUR

La Muse Verte Absinthe

APERITIF

Lillet Jean de Lillet 2009

**Signifies Ultimate Spirits Challenge's first 100 point rated spirit.*

Next 2013 Challenge: **Ultimate Wine Challenge**, June 3-7, 2013. Click [here](#) for more information.

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 two innovative annual competitions – *Ultimate Spirits Challenge* and *Ultimate Wine Challenge*. Based on exacting standards, expert judges and rigorous methodology, UBC raises the standards of spirits and wine evaluation and supplies ratings and accolades to help companies build their brands with buyers, both industry and consumer. UBC partners are F. Paul Pacult, Sue Woodley, Sean Ludford and David Talbot. Challenge results from 2010, 2011, 2012 and 2013 as well as event photos, videos and press coverage can be found at www.ultimate-beverage.com.

Ultimate Beverage Challenge inquiries: info@ultimate-beverage.com, 1-347-878-6551

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

Website: www.ultimate-beverage.com

YouTube: www.youtube.com/user/ultimatebeverage

Media contact:

Manuela Savona, Savona Communications, manuela@savonacommunications.com, 1-917-969-1275

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