



ULTIMATE SPIRITS CHALLENGE
LIKE NO OTHER COMPETITION



ULTIMATE SPIRITS CHALLENGE®

Celebrates Its Fifth Anniversary and Announces This Year's Top Gin, Vodka, Scotch, Tequila and More

New York, NY (March 20, 2014) – The results are in for the **2014 Ultimate Spirits Challenge®**, the world's premier spirits competition. Today, Ultimate Spirits Challenge (USC) announces **37 Chairman Trophy winners**, the highest award, along with **218 Finalists**, **171 Tried & True AwardsSM** and **89 Great Values**. The Challenge, celebrating its fifth anniversary, was held in New York on March 10-14. For the second consecutive year, a perfect 100 point score was given by multiple panels to a whiskey. This year's 100-point recipient is **Redbreast 21 Years Old Pure Pot Still Irish Whiskey**.

"Interest in Ultimate Spirits Challenge has never been greater," says Ultimate Spirits Challenge founder F. Paul Pacult. "Companies enter because they want brands to be evaluated against their peers by the world's best judges. USC provides the most trusted, sought after testimonials that help distillers and importers build their brands."

This year, USC introduces the **Tried & True AwardSM** to recognize brands that can be relied on to provide unfailing quality and superb taste to consumers year after year. To be eligible, brands that entered USC 2014 must have scored 85 points or higher in this year's Challenge as well as in at least two previous Challenges.

All products entered are rated on the 100-point scale by the spirits industry's most renowned judges that include award-winning authors, spirits buyers, journalists, educators, bar owners and consultants. This year's judges were: USC Founder and Judging Chairman **F. Paul Pacult**, Judging Co-Chairman **Sean Ludford**, *Jacques Bezuidenhout, Tad Carducci, James Conley, Dale DeGroff, Jim Meehan, Dan Nicolaescu, Steve Olson, Andy Seymour, Jennifer Simonetti-Bryan, MW and David Wondrich.*

THE 2014 RESULTS

All spirits rated 85 points and higher receive their own page showing current award results, downloadable score icons, tasting notes and bottle image. USC results will be promoted via the **Ultimate Beverage Challenge Guide** to be published in the October issue of *The Beverage Media Group's* top 15 U.S. markets, reaching more than 70,000 on- and off-premise spirits buyers.

2014 ULTIMATE SPIRITS CHALLENGE - CHAIRMAN'S TROPHY WINNERS

For a complete list of results visit www.ultimate-beverage.com/usc2014results

APERITIF

Luxardo Aperitivo

VODKA

Unflavored: Absolut

Flavored: Belvedere Lemon Tea

AQUAVIT

Linie Aquavit (*Tried & True Award*)

GIN

Tanqueray No.Ten (*Tried & True Award*)

RUM

Rum: Don Q Gran Añejo (*Tried & True Award*)

Rhum Agricole: Clement Canne Bleue

Flavored Rum: Selvarey Cacao Flavored

Spiced Rum: Lemon Hart Navy Spiced

CACHAÇA

Sagatiba Velha

TEQUILA 100% AGAVE

Blanco: Siete Leguas (*Tried & True Award*)

Reposado: Blue Nectar

Añejo: Siete Leguas (*Tried & True Award*)

Extra Añejo: Herradura Seleccion Suprema (*Tried & True Award*)

MEZCAL

Del Maguey Iberico

WHISKEY – USA

American: Wild Turkey Forgiveness

Kentucky Straight Bourbon: George T. Stagg

Rye: Bulleit 95 Small Batch

WHISKEY - IRELAND

Blended: Tullamore D.E.W. Special Reserve 12 Years Old (*Tried & True Award*)

Irish Pot Still: Redbreast 21 Years Old

Single Malt: Bushmills 16 Years Old (*Tried & True Award*)

WHISKY - SCOTLAND

Blended Malt: Big Peat

Blended: Ballantine's 17 Years Old

Single Malt: Glenmorangie Quarter Century 25 Years Old

WHISKY - CANADA

Alberta Premium Dark Horse

WHISKY – JAPAN

Nikka Coffey Grain

BRANDY

Armagnac: Chateau de Laubade 1959 Bas-Armagnac

Calvados: Pere Magloire 20 Years Old

Cognac: Delamain Pale & Dry

Grappa: Bocchino Riserva Carlo Bocchino

Pisco: KAPPA (*Tried & True Award*)

Spanish Brandy: Cardenal Mendoza Carta Real Brandy de Jerez

American Brandy: Osocalis Heritage

Pineau des Charentes: Jean Fillioux Vieux

LIQUEUR

Cointreau (*Tried & True Award*)

VERMOUTH

Maurin Dry

SHOCHU

iichiko Frasco

For downloadable images go to www.ultimate-beverage.com/usc2014photos

Next Challenge: **Ultimate Wine Challenge, June 2-6, 2014.**

Information at: www.ultimate-beverage.com/uwc2014info

Ultimate Spirits Challenge...like no other competition and doesn't want to be.

ABOUT ULTIMATE BEVERAGE CHALLENGE

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, David Talbot and Sean Ludford. Past Challenge results and event photos, videos and press coverage can be found at www.ultimate-beverage.com.

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