

All-New Spirits Tasting Competition Targets Fledgling Distilleries

With the latest program offered by Distillery University, small distilleries now have a way to get noticed in an industry dominated by big brands.

- Visit <https://distilleryuniversity.com/tasting-competition/> for more details

12/3/2020, Spokane, WA

Distillery University, the long-time provider of online and hands-on education for craft distillers, announced today they would be offering a new Tasting Competition for the industry with a unique twist. Unlike other similar competitions, entrants would be limited to those licensed distilleries that have been in business for five years or less (international entries are also permitted). Registrations are opening soon for a variety of competitive categories, with the Competition taking place in May 2021 in Spokane, WA.

“Our goal is to create a platform for new distillers to get the insight, promotion and exposure they might not otherwise have access to.” – Rockwell Rutter, CEO, Distillery University

With other competitions, the winner’s circle is often dominated by big brands and deep pockets; they’ve had years with which to perfect their recipes and can afford top-quality ingredients. This can make it difficult for the startups and new operations to compete at the same level. Distillery University plans to level the playing field by offering the truly talented small distilleries a chance to show off their best products and get some well-deserved promotion. At the same time, this is a great opportunity for those same distilleries to get an unbiased critique and analysis of their spirits from a group of experts.

Providing that analysis will be a blind panel of approximately 15 judges, all hand-picked by DU as leaders in their respective fields. For example, the judging panel will include sommeliers, brewers, chefs, journalists, bartenders and more. Over the course of several days in May 2021, these judges will critically sample each spirit submission and provide not only a rating score, but also tasting notes that will be released to the distillery. Distilleries will be awarded medals based on their resulting scores, while select winners will be offered a product placement meeting with a large spirits retailer.

“We believe the Next Great Distillery has yet to be found, and this is how we plan to do it.” – Rockwell Rutter, CEO, Distillery University

Distillery University is the premier provider of online and hands-on education for craft distillers. Since 2012 they have offered a fully comprehensive curriculum for those wishing to enter the industry, or those with a desire to broaden their existing skillset. Distillery University’s nearly 1500 students enjoy a wide

range of course topics, covering everything from product development to business management. Students can choose to learn online through self-paced video courses, livestreaming webinars, or in-person at a multi-day Hands-on Workshop. Distillery University's main goal is to make it as easy as possible for true craft distillers to realize their dream of making phenomenal spirits in a successful business.

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