

FOR IMMEDIATE RELEASE:

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Wine Country Network Launches 2nd Annual Canned Challenge Competition

World's Premier Competition for Canned Adult Beverages is open for entries

Broomfield, Colorado, August 18, 2021 -- Wine Country Network, publishers of Wine Country International Magazine, and producers of numerous, highly respected professional beverage competitions have announced that they are accepting entries for the Canned Challenge through September 14, 2021.

The Canned Challenge is the world's first professionally judged competition committed to defining excellence in canned alcoholic drinks. The Canned Challenge tasting contest will be conducted double-blind by a prestigious panel of mixologists, bartenders, beverage professionals, sommeliers, buyers, and trade members. The Canned Challenge Packaging and Design Contest will be juried by a committee of art directors, designers, and retailers, focusing on key elements that help a brand stand out from its competitors.

Canned alcoholic drinks are convenient and enjoyable in various situations, including at home, at the beach, on the boat, on the golf course, or camping. With the COVID-19 pandemic impacting everyone, canned adult beverages are shaking up the beverage industry.

The 2021 Canned Challenge is now accepting canned beverages in the following categories:

- Hard Seltzer •Spiked Spritzers •Premixed / Ready-To-Drink (RTD) Cocktails •Mixers •Wine
- CBD Infused •Hard Cider •Hard Kombucha •Sake

"Our well-rounded, seasoned panel of judges will taste products double-blind and achieve the fairest scoring results possible," said Christopher J. Davies, Wine Country Network CEO and Co-Founder. "We are looking to identify the absolute best products in this exciting category!"

The 2021 Canned Challenge will announce winners in late September, right before the busy holiday buying season. Consumers will be able to view the winner's list online and seek top-scored products locally. Winners will have the opportunity to promote their results with royalty-free digital images of the competition medals and other valuable brand marketing assets. For details, visit: **CannedChallenge.com**

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Attn: Editors

Wine Country Network CEO, Christopher J. Davies is available for interviews on ZOOM or via telephone.

High resolution photographs from past competitions are available for publication use. View our photo gallery:

<https://www.flickr.com/photos/winecountrynetwork/albums>

Company Info:

The Canned Challenge is organized by Wine Country Network, Inc, the publishers of Wine Country International® magazine and the organizers of these world famous beverage competitions:

- **Denver International Spirits Competition** www.denverspiritscomp.com
- **Denver International Wine Competition** www.denverwinecomp.com
- **Drink Pink International Rosé Wine Competition** www.rosewinecomp.com
- **North American Bourbon and Whiskey Competition** www.whiskeycomp.com
- **Tequila Mezcal Challenge** www.teqmezchallenge.com

Wine Country Network, Inc. is a multi-platform media and event company dedicated to wine, beer, spirits, food, and travel. Christopher and Darcy Davies founded the company in 2002 in New York. Today the company is based in Broomfield, Colorado.

The company publishes Wine Country International® Magazine, a well-respected glossy print publication (2003 to 2012), which transformed into a fully digital magazine in 2013. The magazine is now available through Issuu, the world's leading digital publishing platform.

<https://winecountryinternational.com/>