



Media Contact

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FOR IMMEDIATE RELEASE

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Wine Country Network Launches the Global Whisky Challenge

Whiskies from around the world will compete to be crowned as Global Whisky Champion

BROOMFIELD, CO, USA - Wine Country Network, Inc., publishers of Wine Country International® Magazine and a global leader in producing professional beverage competitions, has announced that the company is launching the Global Whisky Challenge, the world's first traveling whisky competition to be held in three countries.

The Global Whisky Challenge will define excellence in whiskies worldwide. The world's first traveling whisky competition will occur in Scotland, Japan, and the US. A seasoned team of US and International spirits judges will taste whiskies double-blind, scoring products based on 100 points using a proprietary rating system. The competition exclusively uses the NEAT™ professional spirits evaluation glass.

Judges will taste top-scored products and select one "Best of Show" 1st place per winner at each competition. Our senior judges will taste the "Best of Show-1st place" winners in New York and choose the highest-scored product, the 2023 Global Whisky Champion.

Part One: UK and European Whisky

We cordially invite all UK and European whisky producers to enter their top whiskies!

Competition Dates: April 15 & 16, 2023

Location: Glasgow, Scotland

The competition will take place in Glasgow, Scotland. The first edition will focus exclusively on UK and European-made whisky. A select team of US and UK-certified spirits judges and seasoned beverage professionals will double-blind entries. Digital medals/certificates will be presented as Best of Show, Best of Class, Best of Region, Best of Country, Double Gold, Gold, Silver, and Bronze awards. Physical die-cast medals, award plaques, and laser-engraved barrelheads will be available. For details, visit: Globalwhiskychallenge.com

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Attn: Editors:

- 1) High-resolution photos available for publication usage.
- 2) Competition Co-Founder and Chairperson Christopher J Davies is available for Zoom and radio/podcast interviews

Email requests to Christopher J Davies, cdavies@winecountrynetwork.com

UK and European Distillers may enter online here:

Enter Online:

<https://thedatastill.com/home/landing/5275>

How to enter:

- 1) Enter online
- 2) *Pay your entry fee online (USD 400 per entry)
- 3) Ship 2-Bottles (700 ml or equivalent ounces)

*European entries may be subject to duties charged back by shippers. The entrant must pay these additional costs. Entrants should ship two bottles per entry to arrive during March 2023 to our agent in Scotland:

Commands

Attn: Maureen Dunlop
9 Bleasdale Court
Clydebank G81 2LE
Scotland, UK
Tel. 44 0141 944 3900

There will be two other editions of the Global Whisky Challenge in Japan (Asia and Oceania Whiskies) and the USA (US, Canadian and Mexican Whiskey). All three “Best of Show-1st place” winners will be judged in New York, where our senior judges will crown the highest-scored product, the 2023 Global Whisky Champion.

Part Two: Asian and Oceania Whisky

Competition Dates: May 6 & 7, 2023

Location: Tokyo, Japan

Entry Fee: USD 400

Enter Online- Coming soon!



Part Three: US, Canada, Mexico Whiskey

Competition Dates: June 10 & 11, 2023

Location: New York, NY

Enter Online-Coming Soon!

World Global Whiskey 2023 Final

Competition date: June 12, 2023

Location: New York, NY

Additional Benefits to Top Winners:

- Special iconic award will be on loan for one year for display at the Global Champion's distillery
- All winners will be featured in the inaugural edition of the World Book of Whisky Annual Magazine. Wine Country Network will publish issue one in August 2023 online and print.

About The Competition Organizers:

Wine Country Network, Inc, the publishers of Wine Country International® magazine and the organizers of these world-famous beverage competitions, organize the Global Whiskey Challenge:

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

Canned Challenge: www.cannedchallenge.com

Tequila Mezcal Challenge: www.teqmezchallenge.com