



**DECEMBER 15, 2005**

**WORLD BEVERAGE COMPETITION: 2006 ALCOHOLIC BEVERAGE RESULTS**

It is quite an accomplishment to be selected as the “World’s Best” in “The World’s Largest Beverage Competition”™. More so when this honor is bestowed upon your brand by a panel of industry professionals representing all areas of the globe, rather than just a specific country or individual community as is so often seen. The beverage winners listed below are in fact the pinnacle of their field, the crème de la crème, incomparable in quality, value and ingenuity. You could search the planet and not find a finer group of products to be sure, and this we know because we complete this task every year!

**OUR COMPETITION: THE WORLD’S LARGEST BEVERAGE COMPETITION:**

Beverages from around the world participate in The World Beverage Competition for many reasons. Integrity, prestige, honor and success are words best used to describe the effect that Beverage Brands enjoy after receiving an award from this time-honored competition. The World Beverage Competition was founded on the premise that beverage products should be judged not by the strength of their marketing or the budget of their sales force, but rather on the quality and innovation of the product itself. The tradition continues as we have recently expanded the number of beverage categories to cover the full spectrum of products available in the world today. Our competition has given Beverage brand owners spanning the globe the chance to compete on an even playing field.

**ALL PRODUCTS SUBMITTED TO THE WORLD BEVERAGE COMPETITION ARE TASTE TESTED BY A PANEL OF JUDGES WHO...**

...are industry professionals from 6 different continents; not celebrities, beverage retailers or public figures whom may show partiality towards a particular brand.

...are not announced to the public, as this leads to undue influence from brand owners and the media, which results in issues of credibility for the competition.

...do not see the packaging or know the brand name prior to documenting and submitting their tasting scorecards for the competition.



Behind closed doors, in a tasting room closed to brand participants and the public, this “double blind” taste test method is one that is most effective in providing honest opinions from the panel. The products are all brought to their optimum tasting temperature, thus assuring the panel the same sensation of taste that is received by the general populous.

The packaging event occurs after the tasting event process has been completed, which gives the highest level of control over the tasting panels' opinions during the tasting phase. Only after all judging is complete and all scores tally are any of the results or information about the competition released to the international press.

Now the results are finally in; after more than 20,000 miles of travel for the judging panel, a hurricane that knocked out power, phones and internet to Miami, Florida for several weeks during the preliminary competition staging, and after the rerouting of thousands of entry samples to another “climate zone”, the 2005-2006 World Beverage Competition has finally completed! This year played host to more entries than any year prior. Many brand owners competed with their entire arsenal of product offerings, yet in the end it seems that the best quality came from a small group of manufacturers whom have honed their craft to become the “World’s Best”.

We are proud to present to the world, the winners of the **2006 WORLD BEVERAGE COMPETITION:**





WORLD WINES COMPETITION ([www.WinesCompetition.com](http://www.WinesCompetition.com))

TASTING AWARDS:



**Platinum Best of Show** inconceivably again, for the second time in history, the top honors for both red wine and white wine goes to Wild Orchid Vineyards, this year for their 2004 Sarah offering from Australia and their 2003 Sauvignon Blanc from Napa Valley. This incomparable vintner seems unstoppable in the world of fine wines, and has again trumped all the competition to take best of show. Our panel rated these wines higher than any total combined score for any product in the competition!



**Gold** goes to 2004 Cavia Reserve Malbec, a hearty and rich wine that leaves one wanting more after each taste. This contender beat out many similar entries with the same grape varieties and age to rise to the gold standard. This is a must have wine for any collection and a great value.



**Gold** in the White wine category shoots at Celestial Chardonnay 2003, with a light, crisp taste that screams “drink me!”. This unusual dry chardonnay reminds one more of a white zin on the pallet, which gives it a distinctive flavor profile.



**Silver** is given to Orchidia Merlot 2004, a second tier offering from the Wild Orchid Vineyards who’s taste and flavors are nearly that of it’s older siblings, while the cost at market is far less. Silver in white wines goes to Taurasi Aglianico 2004 for their angelic varieties offering.

**Bronze** is captured by another multi year entrant Leoville Las Cases, who’s 2003 Bordeaux was ‘C’est Magnifique’!

**Bronze** in white wines goes to Louis Chandoux Semillon 2003 whose surprising crisp taste fascinated the panel.



**WORLD WINES COMPETITION ([www.WinesCompetition.com](http://www.WinesCompetition.com))  
PACKAGING AWARDS:**

**Platinum Best of Show** for wine packaging is reserved for Czarina Russian wines for their unusual delicate display balancing the needs of the consumer with the wants of an artisan.

**Gold** goes to the product family of Cavia Reserve, who took the time to tie in all the features of a classic traditional wine, using all points on the product to make a statement of class, sophistication and formality.

**Silver** is given to Melania 2005, who seems to have a rich tapestry of design elements in their label that reach out for you from the shelf.

**Bronze** goes to Celestial Wines, whose 12 varietals encompass all the heavens (and many of the grapes) and make for a wonderful display in any wine collection.



WORLD SPIRITS COMPETITION ([www.SpiritsCompetition.com](http://www.SpiritsCompetition.com))  
 TASTING AWARDS:



**Platinum Best of Show** honors for dark liquors are bestowed upon Bacardi “Ron Solera 1873”, a product that literally “Stunned the judges” this year with a taste that could not be replicated. This product should be on every serious bar and in every connoisseur’s liquor cabinet, hailing from Mexico by the Bacardi family. If you have not tried this rum, you should.

**Platinum Best of Show** clear spirits is bestowed upon none other than Fabergé Vodka, the clear choice among all vodkas in the competition, whose taste was like fine silk on the pallet. This vodka spoils your taste buds in a lavish manner, just as it creates a lavish atmosphere on any bar with its decorative packaging.

**Platinum Best of Show** flavored spirits goes to Crater Lake Hazlenut Vodka, a product that tastes good warm or chilled, with a tangy coffee aftertaste that will leave you wanting more. We have never tasted a spirits product that so boldly represents the flavors of its namesake.

**Platinum Best of Show** liqueur goes to Licor De Banana, a relative newcomer to the spirits scene, whose banana liqueur tastes like no other spirit product we have ever sampled. It is an inexplicable flavor explosion, with the taste of real bananas sweetened as if they were ripened on the tree to perfection. Licor De Banana is a must have product, period.



**Gold** for dark liquors goes to Wild Horses American Bourbon, who once again shows us that single cask bourbon can indeed compete with larger bourbon distilleries. This fine handcrafted bourbon was both smooth and mellow, yet it still gave the kick that you would expect from a bronco in the Wild West!

**Gold** for clear spirits goes to yet another Bacardi entrant, Big Apple. Bacardi seems to have stepped up in all major classifications of rum this year, making a clear statement that Bacardi equals Good Taste and Quality products. Bacardi’s Big Apple screams “Move over Appletini, there is a new drink in town!”



**Gold** for flavored spirits goes to RU Black Currant Vodka, a unique pairing of black currant and Russian vodka that tastes fruity without being overpowering. This unusual combination is a must try product for those who enjoy something different than the norm.

**Gold** for liqueurs is awarded to Chesnique Chestnut Liqueur, a product derived from fresh chestnuts and made into sweet, earthy, smoked, syrup like liqueur that bides well with the pallet. A very unusual treat for the senses.



**Silver** for dark liquors is given to Bacardi’s Reserva Limitada Founders Blend, as Bacardi once again proves that the large distilleries can produce a fine product for the mass market when choosing to put quality before profits on their higher end products, as the Reserva Limitada is certain to make any rum lover joyous. The value and quality shine through for Bacardi with this product!

**Silver** for white spirits is given to Cascade Mountain Gin, a new contender who surprised the judges with a rich vibrant flavor not seen in American gin products. This unassuming product makes no bones about being a juniper taste sensation.

**Silver** for flavored Spirits goes to Party A Go Go’s Chocolate-Tini, this unusual bag in the box pre-mixed drink family surprised us with great taste at a great price value. In all our years judging spirits we have never seen a product who’s packaging (vacuum sealed) actually brought something to the table in the taste category.



**Bronze** for dark liquors is awarded to VooDoo Rum, whose unique taste of the Caribbean gives one the sensation of being on a tropical island paradise. The flavors do a tribal dance in your mouth and you will love every beat!

**Bronze** for white spirits is given to Elation, a product that defies description or classification, and whose taste was sensational! It is no wonder the brand carries this namesake!

**Bronze** for flavored spirits is awarded to La Ciento Copas, a South American sweet treat that understandably calls for you to drink “10 Cups” at a sitting! Sort of a sweeter pisco or cachaça is the only way to describe it.

**Bronze** for liqueurs goes to The Original Cupcake Shot Drink, which was by far the most fun product to present to the judges, as the staff followed to the letter the instructions of the manufacturer to assemble the multitude of ingredients required to create this masterpiece product. We were not sure if the product qualifies as a liqueur as it is the



first product ever entered under the drink classification “Other” but the taste buds have spoken and the judges all agreed that the Cupcake Shot was the “bomb”!

**WORLD SPIRITS COMPETITION** ([www.SpiritsCompetition.com](http://www.SpiritsCompetition.com))

**PACKAGING AWARDS:**

**Platinum Best of Show** honors are bestowed upon Fabergé Cognac, who outdid last years award winning packaging with another \$10,000 masterpiece. It seems that the Fabergé throne will be a hard seat to take in the years to come!

**Gold** is given to the Party A Go Go family of products, a group of seven bag in the box pre-mixed spirits that provide an 18 month shelf life once opened, due in part to the vacuumed sealed container, that keeps air out even as you pour the product into your glass. This innovative approach is sure to be replicated in the spirits industry, but this is the first we have ever seen of this product type.

**Silver** is awarded to an unusual bottle that we could not stop thinking about, the RU family of spirits have a unique grip at the base of the tall slender bottle that makes for very comfortable high pours behind the bar, and for very interesting conversations at the bar!

**Bronze** is granted to a celebrity endorsed product, that drew much attention from our overseas judges, Ed McMahon’s Perfect Vodka comes in a unique bottle with a unusually high profile. The fact is, every judge had to stop and pick up the bottle to look closely at the image of Ed McMahon, and in marketing terms, that is one of the most important steps towards product acceptance and purchase, therefore the award is deserved for the clever attitude taken in the design approach.





WORLD BEER COMPETITION ([www.BeerCompetition.com](http://www.BeerCompetition.com))  
 TASTING AWARDS:



**Platinum Best in Show** award is reserved for Kirin Dark Beer, a Japanese contender who recently “tweaked” their recipe to suit their American customer base. With a refreshing taste and stout finish, this beer outperformed all other entrants to obtain greatness. The new “Godzilla” of beers is here!

**Platinum Best in Show** award for cider goes to Bald Beaver, with it’s spicy rich apple taste, this cider will make “Dam Sure” you are satisfied. A small batch product with a lot of potential, we hope to see more of this product in the future.



**Gold** for beer is granted to Aussie Gold, a newcomer small batch brew from Australia that carries a punch in the proof department; as it is over-proof by US standards, but we find it was welcome with our European judges, especially the Germans! The bitter sweet lager was enjoyed thoroughly by the judging panel.



**Silver** for beer goes to KA Beer, a light lager with a full body and a rich taste profile from the waters of Micronesia. Our translation team had a difficult time determining the classification of this canned product, as it’s packaging seemed more like a fruit juice than a beer, but once the product was chilled, opened and consumed, there was no dispute as to the nature of this award winning brew.



**Bronze** goes to Baltic Beer, a frothy blend of honey beer and attitude from the former Soviet Eastern Block country, this beer takes no prisoners in the taste department.



And so another year passes, another competition unfolds, and another batch of “World’s Best” products are unveiled to the public around the globe. The intense scrutiny by which these products are judged pays tribute to the quality derived from the manufacturers of these goods. No other beverage competition goes to the lengths that the World Beverage Competition strives for to insure a fair, complete and level competition for all the entrants. The World Beverage Competition is a member in good standing of the World Trade Organization and complies with all International law. With these safeguards in place, it is no wonder why the World Beverage Competition is accredited as the premier tasting event in the world of beverages, and why it is known as: “The Largest Beverage Competition in the World!”™

For more information about the World Beverage Competition or the 2006 competition, please visit our website: [www.BeverageCompetition.com](http://www.BeverageCompetition.com) or email us at [info@BeverageCompetition.com](mailto:info@BeverageCompetition.com)

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