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## INTRODUCTION

# CHALLENGE OF THE CHALLENGE

The organisation of the International Spirits Challenge is a challenge in itself – especially when, as this year, entries exceed 1,050 across the 10 categories.

The global reach of this competition continues to broaden as emerging markets find their feet internationally and seek to gain a name for themselves alongside the major regions.

Eastern Europe has started to make its presence felt and an increasing number of world whisky producers are nudging better-known names, with an especially strong showing from Japan, whose Suntory has once again been named Distillery of the Year.

Asian markets continue to excite producers outside their borders and the insistence in those countries on exacting quality is the kind of carrot that draws entrants to the International Spirits Challenge.

And Asian players have their eyes on the west, too, with the likes of shochu and baijiu as consumers' willingness to break out of their traditional comfort zones gains traction.

The team of global experts tasked with judging this year's showing were certainly under pressure, with a record number of entries to consider and the highest level ever of quality that saw no fewer than 24 trophies awarded – eight of those in vodka alone.

As the spirits industry continues to innovate and evolve, this annual competition will only continue to be more challenging for producers and judges alike. But, in the end, that's what it's all about – discovering the best of the best and challenging everyone to step up to an increasingly higher mark.



**Jaq Bayles**  
SUPPLEMENT EDITOR

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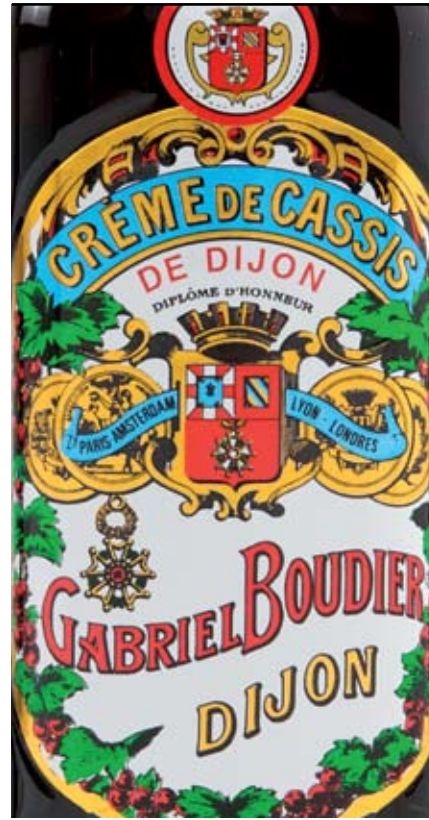
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## SUPREME CHAMPION SPIRIT

# Crème de Cassis de Dijon Gabriel Boudier

This is not the first year that a liqueur has won the International Spirits Challenge, but in testament to its improvement in quality, Crème de Cassis de Dijon Gabriel Boudier has gone from gold last year to Supreme Champion this year.

It prevailed from a field of 950 entries and 24 trophy winners to scoop the ultimate title, with the judges describing it as having a “deep and blackcurranty nose” and being “highly concentrated, excellent”.

This Supreme Champion win is a real coup for Gabriel Boudier, which claims to be the only major independent Cassis de Dijon company and has always made a point of keeping the original label created in 1874 for the liqueur.

The Crème de Cassis de Dijon is said to provide the ideal base for a Vin Blanc Cassis – a favourite aperitif in France.

**The label for the Crème de Cassis de Dijon has remained unchanged since 1874**

It is also an ingredient in many other cocktails, including the Vermouth-Cassis – a mix of a quarter of Crème de Cassis de Dijon to three-quarters of Vermouth. The cocktail can be diluted with Seltz water or fizzy water.

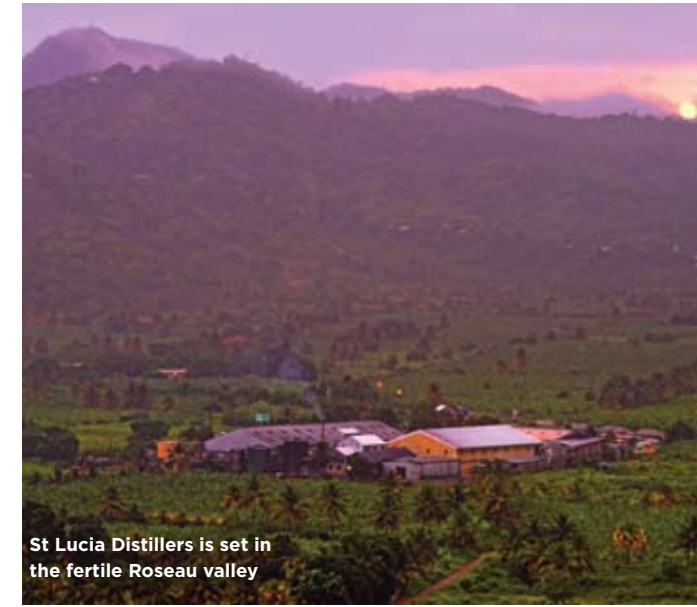
Gabriel Boudier, which has a wide portfolio of liqueurs to its name, prides itself on using traditional manufacturing processes “drawn from its ancestral tradition” and which are “respectful of the fruit from which it extracts all the aromas and flavours”.

The company’s brands are available in 68 countries and it is focused on creating new products that fire the imagination of bartenders and consumers alike.

Recent innovations have included the likes of Saffron gin and the Bartenders’ Range of liqueurs.

## INDIVIDUAL DISTILLERY OF THE YEAR

# St Lucia Distillers



St Lucia Distillers is set in the fertile Roseau valley

It’s been a bumper year for St Lucia Distillers at the International Spirits Challenge, with the company taking five of the big awards.

Its Chairman’s Reserve Finest St Lucia Rum was a trophy winner, while there were golds for 1931 – 2nd Edition, Admiral Rodney and Chairman’s Reserve Spiced – not bad for a small distillery in a Caribbean island valley.

The company describes itself as being committed to innovation and quality, with a passionate team of distillers, blenders, engineers, technicians and administrative staff working together “to produce some of the world’s best rums and rum products”.

It also prides itself on a commitment to product development and its range includes more than 25 products, from premium rums and liqueurs to traditional pouring rums.

St Lucia Distillers emerged from a tradition of the on-site, house-special rum production that was a common feature of the West Indian sugar plantation.

By the late 1950s, two distilleries remained,

one at Dennery, the site of the Barnard family plantation, and the other Geest-owned at Roseau.

That is now the location of St Lucia Distillers, which was formed in 1972 when the two distilleries amalgamated, producing a now-discontinued blend of rum, the name of which reflected the merger – Denros Bounty Rum.

The Barnard family bought out the Geest shares in 1992 and in 1997 it sold shares to Trinidad-based Angostura.

This move gave the company a wider regional presence and the capital to pursue its product development philosophy.

In 2005, the Barnard family, which had been planters and rum distillers for more than a century, sold to CLICO, with third-generation rum-maker Laurie Barnard staying on as managing director.

The company maintains a commitment to environmental responsibility, undertaking several ‘green’ projects.

## DISTILLER OF THE YEAR

# Suntory

Taking the Distiller of the Year award for the second year running, Japan’s Suntory once again proves its power when it comes to producing whiskies of international merit.

Last year its gold medal haul totalled six – this year the Yamazaki distillery has outdone itself, taking a world whiskies trophy along with three gold best in class awards and five golds.

It was in 2003 that Suntory first came to the ISC’s attention with its gold-winning Yamazaki 12 Year Old and it has been a fixture of the competition ever since.

This year’s winning whiskies were: (trophy) Hibiki Blended Whisky Aged 21 Years, Hibiki Blended Whisky Aged 17 Years, Hibiki Blended Whisky Aged 12 Years, The Hakushu Single Malt Whisky 25 Years Old, The Hakushu Single Malt Whisky 18 Years Old, The Hakushu Single Malt Whisky Heavily Peated 2012, The Yamazaki Single Malt Whisky Mizunara 2012, The Yamazaki Single Malt Whisky Puncheon 2012, and The

**The Hakushu distillery was built in 1973**



Yamazaki Single Malt Whisky 18 Years Old.

The distillery at Yamazaki is Japan’s oldest, having been established in 1923, and the fact that it sits where three rivers meet is generally credited with creating the damp atmosphere that works so well for cask ageing.

The company built its second distillery, Hakushu, in 1973 to produce whiskies which

were distinct from those coming out of Yamazaki. Hakushu is known as the Forest Distillery and is at a site known for the pristine waters of the Ojira River, which has been designated one of the highest-quality water sources in the country.

The company has set up several initiatives to ensure it coexists in harmony with the natural surroundings.

## OUTSTANDING CONTRIBUTION

# Barry Crockett

After an impressive 47 years, master distiller Barry Crockett retired in March 2013 following an illustrious career with Irish Distillers.

Born in the distiller’s cottage that sits on the grounds of the Old Midleton Distillery, Crockett was immersed in the world of craft whiskey distilling from an early age.

At 17, he began learning his craft as an apprentice to his father and former Midleton master distiller Max Crockett, eventually succeeding him as master distiller in 1981.

During his time as master distiller, Crockett played a significant role in the growth of the Irish whiskey category, highlighted by the unprecedented success of Irish Distillers’ flagship brand, Jameson.

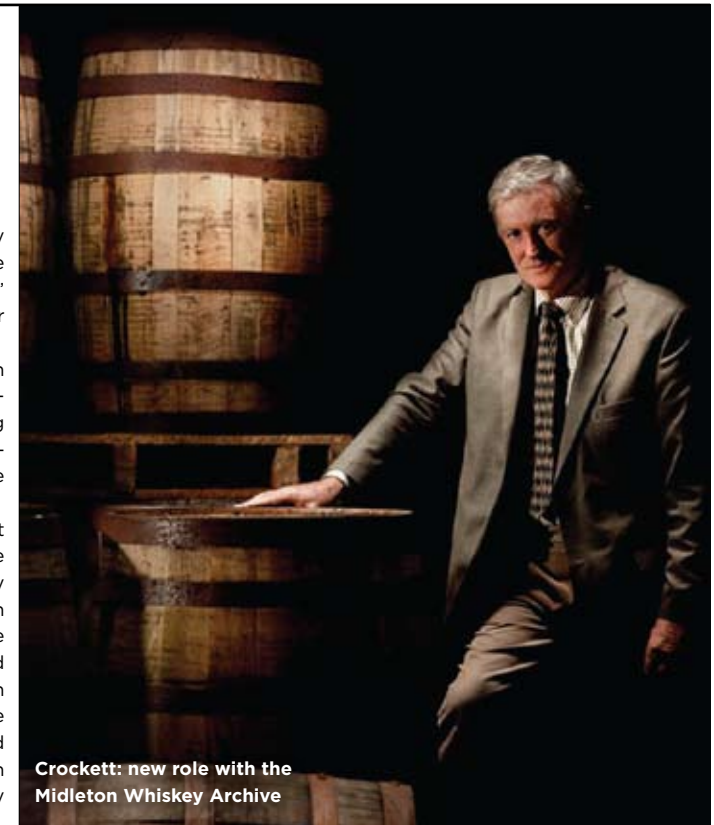
In 1984, Crockett developed the award-winning prestige blend Midleton Very Rare, before unveiling Irish Distillers’ new Single pot still range, the Single Pot Still Whiskeys of Midleton in 2011.

Crockett was honoured by the company the same year with the release of the pinnacle

of the Single Pot Still range, Midleton Barry Crockett Legacy, which marked the first time since John Jameson that an Irish Distillers’ whiskey had been named after a master distiller.

While he will no longer be involved in production, Crockett will remain a much-loved member of the team and will be taking on a new role with the company in its newly-launched Irish Whiskey Archive, based at the old distillery in Midleton.

Commenting on his retirement, Crockett said: “Midleton Distillery may correctly be described as important in the industrial history of Ireland – it is unique in the context of Irish distilling. Its success is a direct consequence of an ongoing openness to innovation and development. I am fortunate to have been part of the progress from an early age. The lessons learnt from so many committed people were vital in providing the foundation essential to an appreciation of the necessity to adopt ongoing technical advances.”



Crockett: new role with the Midleton Whiskey Archive



# Scotch whisky

**TROPHY**  
**CHIVAS REGAL 18 YEAR OLD**  
CHIVAS BROTHERS



**TASTING NOTE:** Rich, full aroma. Soft, easy palate yet complex. Great top notes of mature oak. Long, rich, medium-sweet finish

**TROPHY**  
**GLENMORANGIE SIGNET**  
GLENMORANGIE COMPANY



**TASTING NOTE:** Rich aroma of mocha and almond biscotti. Flavours of chocolate, coffee, orange and spices

**TROPHY**  
**THE FAMOUS GROUSE 40 YEAR OLD BLENDED MALT**  
EDRINGTON GROUP



**TASTING NOTE:** Wow! Rich, spicy, mature aroma - ketonic, oak, fruit, cumin. Long, luscious finish

**TROPHY**  
**KINGDOM 30 YEARS OLD**  
HITEJINRO



**TASTING NOTE:** Oily, resin, rich winey, fragrant (lavender), sweet, floral. On the palate, plum & vanilla. Long, rich and satisfying

**TROPHY**  
**INVERGORDON 50<sup>TH</sup> ANNIVERSARY SINGLE GRAIN**  
WHYTE & MACKAY



**TASTING NOTE:** Rich coconut, vanilla on the nose. Complex, aromatic, nutmeg, butterscotch palate. Very long sweet finish

**GOLD/BEST IN CLASS**  
**40 YEAR OLD WHYTE & MACKAY**  
WHYTE & MACKAY



**GOLD/BEST IN CLASS**  
**ARBEG UIGEADAIL**  
GLENMORANGIE COMPANY



**GOLD/BEST IN CLASS**  
**HIGHLAND SINGLE MALT - AGED 12 YEARS**  
MARKS & SPENCER



**GOLD/BEST IN CLASS**  
**TESCO FINEST 12 YEAR OLD BLENDED SCOTCH**  
WHYTE & MACKAY



**GOLD BEST IN CLASS**  
**THE GLENLIVET 18 YEAR OLD**  
CHIVAS BROTHERS



**GOLD/BEST IN CLASS**  
**BLACK BULL SPECIAL RESERVE NO.2**  
DUNCAN TAYLOR SCOTCH WHISKY



**GOLD/BEST IN CLASS**  
**JURA PROPHECY**  
WHYTE & MACKAY



**GOLD/BEST IN CLASS**  
**THE BALVENIE THIRTY**  
WILLIAM GRANT & SONS



**GOLD BEST IN CLASS**  
**WAITROSE 8 YEAR OLD BLENDED SCOTCH**  
WAITROSE



**GOLD/BEST IN CLASS**  
**GRANT'S AGED 18 YEARS**  
WILLIAM GRANT & SONS



**GOLD/BEST IN CLASS**  
**LAGAVULIN 16**  
DIAGEO



GOLD	
Aberlour 12 Year Old Double Cask Matured	Chivas Brothers
Ardbeg Corryvreckan	Glenmorangie Company
Ardbeg Galileo	Glenmorangie Company
Balblair Highland Single Malt Scotch 1997 Vintage	International Beverage
Ballantine's 17 Year Old	Chivas Brothers
Ballantine's 30 Year Old	Chivas Brothers
Ballantine's Finest	Chivas Brothers
Ben Nevis	Ben Nevis Distillery
Black & White	Diageo
Bunnahabhain 18 Year Old	Burn Stewart Distillers
Bunnahabhain 25 Year Old	Burn Stewart Distillers
Cutty Sark Aged 18 Years Blended Scotch	Edrington Group
Cutty Sark Tam O'Shanter Edition 25 Years Old	Edrington Group
Dalmore 25 Year Old	Whyte & Mackay
Dalmore Distillery Exclusive	Whyte & Mackay
Glen Crinan 12 Year Old Blended Scotch	Edrington Group
Glenfiddich 12 Year Old	William Grant & Sons
Glenfiddich 125th Anniversary Edition	William Grant & Sons
Glenfiddich 18 Year Old	William Grant & Sons
Glenfiddich 30 Year Old	William Grant & Sons
Glenfiddich 40 Year Old	William Grant & Sons
Glenfiddich Age of Discovery Bourbon Cask Reserve	William Grant & Sons
Glenfiddich Age of Discovery Madeira Cask Finish	William Grant & Sons
Glenfiddich Ultimate 38 Year Old	William Grant & Sons
Glenmorangie Artein	Glenmorangie Company
Glenmorangie Ealanta	Glenmorangie Company
Glenmorangie Nectar D'Or	Glenmorangie Company
Grant's 25 Year Old	William Grant & Sons

**GOLD/BEST IN CLASS**  
**GRANT'S ALE CASK FINISH**  
WILLIAM GRANT & SONS



**GOLD/BEST IN CLASS**  
**MASTER OF MALT 40 YEAR OLD SPEYSIDE (2ND EDITION)**  
MASTER OF MALT



# International Spirits Challenge

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GOLD	
Grant's Aged 12 Years	William Grant & Sons
Highland Black 8 Year Old Scotch	Aldi UK
Hoebeg	Robert Graham
James King Blended Scotch (15 Year Old)	Quality Spirits International
James King Blended Scotch (5 Year Old)	Quality Spirits International
John Walker & Sons Odyssey	Diageo
Johnnie Walker Blue Label	Diageo
Johnnie Walker Double Black	Diageo
Johnnie Walker Red Label	Diageo
Kingdom 17 Years old	Hitejinro
Laphroaig Cask Strength Islay Single Malt	Beam
Laphroaig Quarter Cask Islay Single Malt	Beam
Master of Malt 30 Year Old Speyside (5th Edition)	Master of Malt
McKendrick's Blended Scotch	Quality Spirits International
Monkey Shoulder	William Grant & Sons
Royal Salute 21 Year Old	Chivas Brothers
Royal Salute The Hundred Cask Selection	Chivas Brothers
Spey River Speyside Single Malt 8 Years Matured	Quality Spirits International
Talisker 10	Diageo
Talisker Distillers Edition	Diageo
Tesco Speyside Malt	Whyte & Mackay
The Balvenie Caribbean Cask	William Grant & Sons
The Balvenie Forty	William Grant & Sons
The Balvenie Single Barrel 12 Year Old	William Grant & Sons
The Balvenie TUN 1401 Batch 5	William Grant & Sons
The Black Grouse - Alpha Edition	Edrington Group
The Dalmore Ceti	Whyte & Mackay
The Glenlivet 12 Year Old	Chivas Brothers
The Glenlivet 15 Year Old French Oak Reserve	Chivas Brothers
The Glenlivet 21 Year Old Archive	Chivas Brothers
The Glenlivet Master Distiller's Reserve	Chivas Brothers
The Glenlivet Nàdurra 16 Year Old Cask Strength	Chivas Brothers
The Glenlivet XXV	Chivas Brothers
The Grangestone Highland Single Malt 12 Year Old	Quality Spirits International
The Naked Grouse	The Edrington Group
The Royal & Ancient	Cockburn & Campbell
VAT69	Diageo
Whyte and Mackay 19 Year Old	Whyte & Mackay
Whyte and Mackay 30 Year Old	Whyte & Mackay
Windsor XR	Diageo

SILVER	
The Spice Tree (Vatted Malt) BEST IN CLASS	Marks & Spencer
10 Year Old Jura	Whyte & Mackay
13 Year Old Whyte and Mackay	Whyte & Mackay
15 Year Old Dalmore	Whyte & Mackay
16 Year Old Jura	Whyte & Mackay
21 Year Old Jura	Whyte & Mackay
22 Year Old Whyte and Mackay	Whyte & Mackay
30 Year Old Jura	Whyte & Mackay
Aberfeldy 12 Year Old	John Dewar & Sons
Aberfeldy 21 Year Old	John Dewar & Sons
Aberlour 12 Year Old Sherry Cask Matured	Chivas Brothers
Aberlour 15 Year Old Double Cask Matured	Chivas Brothers
Aberlour 16 Year Old Double Cask Matured	Chivas Brothers
Aberlour 18 Year Old	Chivas Brothers
Aberlour A'Bunadh (Batch 30)	Chivas Brothers
anCnoc Highland Single Malt 16 Year Old	International Beverage

SILVER	
anCnoc Highland Single Malt 22 Year Old	International Beverage
Ardbeg Blasca	Glenmorangie Company
Ardbeg Ten	Glenmorangie Company
Balblair Highland Single Malt 1975 Vintage	International Beverage
Balblair Highland Single Malt 1989 Vintage	International Beverage
Ballantine's 12 Year Old	Chivas Brothers
Ballantine's 21 Year Old	Chivas Brothers
Ballantine's Limited	Chivas Brothers
Bell's	Diageo
Ben Bracken 12 Year Speyside Single Malt	Lidl UK
Benromach 10 Year Old	Gordon & MacPhail
Black Bottle	Burn Stewart Distillers
Buchanan Deluxe	Diageo
Buchanan's Master	Diageo
Buchanan's Red Seal	Diageo
Buchanan's Special Reserve	Diageo
Bunnahabhain 12 Year Old	Burn Stewart Distillers
Bunnahabhain Cruach Mhona	Burn Stewart Distillers
Bunnahabhain Darach Ur	Burn Stewart Distillers
Bunnahabhain Toiteach	Burn Stewart Distillers
Cao Ila 12 Year Old	Diageo
Cardhu 12 Year Old	Diageo
Cardhu Special Cask Reserve	Diageo
Catto's Blended Scotch Whisky Aged 12 Years	International Beverage
Catto's Blended Scotch Whisky Aged 25 Years	International Beverage
Catto's Rare Old Scottish Blended Scotch Whisky	International Beverage
Chivas Regal 12 Year Old	Chivas Brothers
Clan Gold 15 Year Old	Brilliant Star International
Clan Gold 18 Year Old	Brilliant Star International
Clan Gold Standard	Brilliant Star International
Clan MacGregor	William Grant & Sons
Co-op 12 Year Old Single Malt	Whyte & Mackay
Co-op Finest	Whyte & Mackay
Co-op Premium 5 Year Old Blend	Whyte & Mackay
Cutty Sark Aged 12 Years Blended Scotch	Edrington Group
Cutty Sark Blended Scotch	Edrington Group
Cutty Sark Prohibition Edition	Edrington Group
Cutty Sark Storm	Edrington Group
Dancing Stag Mortlach 1996	Robert Graham
Deanston 12yrs	Burn Stewart Distillers
Deanston Virgin Oak	Burn Stewart Distillers
Dewar's 12 Year Old	John Dewar & Sons
Dewar's 18 Year Old	John Dewar & Sons
Dewar's Signature	John Dewar & Sons
Dewar's White Label	John Dewar & Sons
Dimple 15 Year Old	Diageo
Fettercairn Fior	Whyte & Mackay
Finest Reserve Blended Scotch Whisky	Quality Spirits International
Glen Clyde Whisky 12 Year Old	Whitehall - Center
Glen Clyde Whisky 3 Year Old	Whitehall - Center
Glen Crinan Finest Blended Scotch	Edrington Group
Glen Crinan Pure Highland Malt	Edrington Group
Glen Orchy 8 Year Blended Malt	Lidl UK
Glenfarclas 18 Year Old Highland Single Malt	J&G Grant
Glenfiddich 15 Year Old	William Grant & Sons
Glenfiddich 15 Year Old Distillery Edition	William Grant & Sons
Glenfiddich 21 Year Old	William Grant & Sons
Glenfiddich Age of Discovery Red Wine Cask Finish	William Grant & Sons

SILVER	
Glenfiddich Malt Master	William Grant & Sons
Glenfiddich Rich Oak	William Grant & Sons
Glenfiddich 10 Year Old Highland Single Malt	Ian Macleod Distillers
Glenfiddich 12 Year Old Highland Single Malt	Ian Macleod Distillers
Glenfiddich 15 Year Old Highland Single Malt	Ian Macleod Distillers
Glenfiddich 18 Year Old Highland Single Malt	Ian Macleod Distillers
Glenfiddich 21 Year Old Highland Single Malt	Ian Macleod Distillers
Glenfiddich Cask Strength Highland Single Malt	Ian Macleod Distillers
Glenfiddich Single Malt	Marks & Spencer
Glenmorangie 18 Year Old	Glenmorangie Company
Glenmorangie 25 Year Old	Glenmorangie Company
Glenmorangie Original	Glenmorangie Company
Glenmorangie Quinta Ruban	Glenmorangie Company
Glenmorangie 10 Year Old Single Malt	The Edrington Group
Grant's Distillery Edition	William Grant & Sons
Grant's Sherry Cask Finish	William Grant & Sons
Haddington House Blended Scotch Whisky	Quality Spirits International
Haig Supreme	Diageo
Hankey Bannister 40 Year Old Blended Scotch	International Beverage
Hankey Bannister Original Blended Scotch	International Beverage
Highland Bird Blended Scotch Whisky	Quality Spirits International
Highland Earl Scotch Whisky	Aldi UK
Highland Reserve Blended Malt Aged 12 Years	Quality Spirits International
Highland Reserve Blended Scotch	Quality Spirits International
Highland Reserve Blended Scotch Aged 12 Years	Quality Spirits International
Islay Single Malt Aged 12 Years	Marks & Spencer
J&B Rare	Diageo
James King Blended Scotch Whisky 12 Year Old	Quality Spirits International
James King Blended Scotch Whisky 21 Year Old	Quality Spirits International
James King Blended Scotch Whisky 3 Year Old	Quality Spirits International
James King Blended Scotch Whisky 8 Year Old	Quality Spirits International
Johnnie Walker Black Label	Diageo
Johnnie Walker Gold Label Reserve	Diageo
Johnnie Walker Platinum Label	Diageo
Jura Distillery Exclusive	Whyte & Mackay
Jura Superstition	Whyte & Mackay
Jura Vintage 1973	Whyte & Mackay
Jura Vintage 1977	Whyte & Mackay
Kenmore	Burn Stewart Distillers
Kenmore Whisky	Marks & Spencer
King Arthur 12 Year Old	Rusimport
Kingdom 12 Year Old	Hitejinro
Kingdom 21 Year Old	Hitejinro
Label 5	La Martiniquaise
Label 5 - 12 Year Old	La Martiniquaise
Lagavulin Distillers Edition	Diageo
Laphroaig 10 Year Old Islay Single Malt	Beam
Laphroaig 18 Year Old Islay Single Malt	Beam
Laphroaig Triple Wood Islay Single Malt	Beam
Ledaig 10 Year Old	Burn Stewart Distillers
Lochlan	Whyte & Mackay
Longmorn 16 Year Old	Chivas Brothers
Lord Elcho 15 Year Old	Wemyss Vintage Malts
Mackinlay's The Journey Blended Malt	Whyte & Mackay
Master of Malt 50 Year Old Speyside (3rd Edition)	Master of Malt
Old Ballantruan Aged 10 Years	Angus Dundee Distillers
Old Parr De Luxe	Diageo
Old Pulteney Flotilla Highland Single Malt	International Beverage

SILVER	
Old Pulteney Highland Single Malt Aged 17 Years	International Beverage
Old Pulteney WK217 Highland Single Malt	International Beverage
Peat Chimney 12 Year Old	Wemyss Vintage Malts
Queen Margot 3 Year Blended Scotch Whisky (QSI)	Lidl UK
Queen Margot 3 Year Blended Scotch Whisky (W&M)	Lidl UK
Queen Margot 8 Year Blended Scotch Whisky (QSI)	Lidl UK
Queen Margot 8 Year Blended Scotch Whisky (W&M)	Lidl UK
Scapa 16 Year Old	Chivas Brothers
Scottish Collie Blended Scotch Whisky	Quality Spirits International
Scottish Leader	Burn Stewart Distillers
Scottish Leader Original	Burn Stewart Distillers
Scottish Leader Supreme	Burn Stewart Distillers
Shieldaig	Booker
The Singleton of Dufftown 15 Year Old	Diageo
The Singleton of Glen Ord 12 Year Old	Diageo
The Singleton of Glen Ord 15 Year Old	Diageo
Sir Edward's	Bardinet
Smokin	Duncan Taylor Scotch Whisky
Something Special	Chivas Brothers
Spey River Speyside Single Malt 12 Years Matured	Quality Spirits International
Speyburn Highland Single Malt Aged 10 Years	International Beverage
Speyburn Highland Single Malt Aged 25 Years	International Beverage
Strathisla 12 Year Old	Chivas Brothers
Stout Highland Malt	Whyte & Mackay
Tesco Islay Malt	Whyte & Mackay
Tesco Special Reserve	Whyte & Mackay
The Balvenie Doublewood	William Grant & Sons
The Balvenie Doublewood 17 Year Old	William Grant & Sons
The Balvenie Portwood 21 Year Old	William Grant & Sons
The Black Grouse	The Edrington Group
The Charles House Blended Scotch Whisky	Quality Spirits International
The Dalmore Cigar Reserve	Whyte & Mackay
The Dalmore King Alexander III	Whyte & Mackay
The Dalmore Limited Release Highland Single Malt	Whyte & Mackay
The Glenlivet Excellence	Chivas Brothers
The Grangestone Highland Single Malt 18 Year Old	Quality Spirits International
The Grangestone Highland Single Malt 21 Year Old	Quality Spirits International
The Macallan Gold	Edrington Group
The Maltman 46%	Meadowside Blending
The Maltman 50.3%	Meadowside Blending
Tobermory 10 Year Old	Burn Stewart Distillers
Tomintoul Speyside Glenlivet Aged 21 Years	Angus Dundee Distillers
Waitrose Blend	Whyte & Mackay
White Horse	Diageo
Whyte & Mackay Special	Whyte & Mackay
William Lawson's Finest Blend	John Dewar & Sons
Windsor 12 Year Old	Diageo
Windsor 17 Year Old	Diageo
Windsor 21 Year Old	Diageo

BRONZE	
18 Year Old Dalmore	Whyte & Mackay
Glen Orrin Malt Whisky	Aldi UK
Grant's Family Reserve	William Grant & Sons
Jacobite	Booker
The Singleton of Dufftown 12 Year Old	Diageo
The Glenrothes Vintage 1995	Berry Bros & Rudd
Tobermory 15 Year Old	Burn Stewart Distillers



# World whiskies



**TROPHY**  
**HIBIKI BLENDED WHISKY AGED 21 YEARS**  
 SUNTORY LIQUORS



TASTING NOTE: Rich, full aroma, oak and soft fruits. Good balance and texture. Long, rich finish

**TROPHY**  
**NOB CREEK RYE WHISKEY**  
 BEAM



TASTING NOTE: Very floral, good depth of oak, long rich finish

**GOLD/BEST IN CLASS**  
**JAMESON GOLD RESERVE**  
 IRISH DISTILLERS



**GOLD/BEST IN CLASS**  
**KAVALAN EX-BOURBON OAK SINGLE MALT WHISKY**  
 KING CAR

**GOLD BEST IN CLASS**  
**NOB CREEK SINGLE BARREL RESERVE**  
 BEAM



**GOLD/BEST IN CLASS**  
**BAIN'S CAPE MOUNTAIN WHISKY**  
 DISTELL



**GOLD/BEST IN CLASS**  
**MIDLETON BARRY CROCKETT LEGACY**  
 IRISH DISTILLERS



**GOLD/BEST IN CLASS**  
**HIBIKI BLENDED WHISKY AGED 17 YEARS**  
 SUNTORY LIQUORS



**GOLD/BEST IN CLASS**  
**MIDLETON VERY RARE**  
 IRISH DISTILLERS



**GOLD/BEST IN CLASS**  
**NIKKA FROM THE BARREL**  
 ASAHI BREWERIES



**GOLD/BEST IN CLASS**  
**SINGLE MALT MIYAGIKYO 12 YEARS OLD**  
 ASAHI BREWERIES

**GOLD/BEST IN CLASS**  
**THE HAKUSHU SINGLE MALT WHISKY 25 YEARS OLD**  
 SUNTORY LIQUORS



**GOLD/BEST IN CLASS**  
**THE IRISHMAN 12 YEAR OLD SINGLE MALT WHISKY**  
 THE IRISHMAN

**GOLD/BEST IN CLASS**  
**THE YAMAZAKI SINGLE MALT WHISKY 18 YEARS OLD**  
 SUNTORY LIQUORS



**GOLD/BEST IN CLASS**  
**THREE SHIPS PREMIUM SELECT 5 YEAR OLD**  
 DISTELL



**GOLD/BEST IN CLASS**  
**TULLAMORE DEW IRISH WHISKEY**  
 WILLIAM GRANT & SONS

**GOLD/BEST IN CLASS**  
**WILD TURKEY 81**  
 CATALYST BRANDS

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## SILVER

Kavalan Podium Single Malt	King Car
Kavalan Sherry Single Malt	King Car
Kavalan Solist Ex-Bourbon Single Malt	King Car
Kavalan Solist Fino Sherry Single Cask Strength	King Car
Kavalan Solist Sherry Single Malt	King Car
Kavalan Solist Vinho Single Cask Strength	King Car
Kilbeggan	Beam
King Car Conductor Single Malt	King Car
Knights	Distell
Knob Creek Kentucky Straight Bourbon Whiskey	Beam
Paul John Cask 164	John Distilleries
Penderyn Single Malt Welsh Whisky	The Welsh Whisky Co
Powers Gold Label	Irish Distillers
Powers Gold Label 12 Year Old	Irish Distillers
Redbreast 12 Year Old Cask Strength	Irish Distillers
Signature Premier Grain Whisky	United Spirits
Signature Rare Aged Whisky	United Spirits
Single Malt Miyagikyo 10 Year Old	Asahi Breweries
Single Malt Miyagikyo 15 Year Old	Asahi Breweries
Single Malt Yoichi 10	Asahi Breweries
Single Malt Yoichi 12	Asahi Breweries
Single Malt Yoichi 15	Asahi Breweries
Spirit of Hven Backafallsbyn - Seven Stars No1	Backafallsbyn of Hven
Super Nikka	Asahi Breweries
Taketsuru Pure Malt 12 Year Old	Asahi Breweries
Taketsuru Pure Malt 17 Year Old	Asahi Breweries
Taketsuru Pure Malt 21 Year Old	Asahi Breweries
Taketsuru Pure Malt 25 Year Old	Asahi Breweries
Taughannock Bourbon	Rusimport
Teeling Whiskey	Teeling Whiskey Co
The Hakushu Single Malt	Suntory Liquors
The Hakushu Single Malt 12 Year Old	Suntory Liquors
The Hakushu Single Malt Sherry Cask 2013	Suntory Liquors
The Irish Fiddler Irish Whiskey	The Irish Fiddler Whiskey Co
The Yamazaki Single Malt	Suntory Liquors
The Yamazaki Single Malt 12 Year Old	Suntory Liquors
The Yamazaki Single Malt Bourbon Barrel 2012	Suntory Liquors
The Yamazaki Single Malt Heavily Peated 2013	Suntory Liquors
The Yamazaki Single Malt Sherry Cask 2012	Suntory Liquors
Three Ships Select	Distell
Tullamore Dew 10 Year Old Single Malt	William Grant & Sons
Tullamore Dew 12 Year Old Special Reserve	William Grant & Sons
Tyrconnell Single Malt	Beam
Western Gold	Lidl UK
Wild Turkey 101	Catalyst Brands
Woodford Reserve Double Oaked	Brown-Forman
Woodford Reserve Kentucky Straight Bourbon	Brown-Forman
Woodford Reserve Master's Collection Four Wood	Brown-Forman

## BRONZE

Antiquity Blue Ultra	United Spirits
Hudson Baby Bourbon	William Grant & Sons
Kavalan ConcertMaster Single Malt	King Car
Mackmyra Special:10 Kaffegok	Mackmyra Svensk Whisky
Orbis Aged World Whiskey	St James Distillery
Oregon Single Malt Whiskey	Rogue Spirits
Single Malt Yoichi 20	Asahi Breweries
Whisky Black Ram	Vinprom Peshtera

## GOLD

Bushmills 10 Year Old Single Malt Irish Whiskey	Diageo
Bushmills 21 Year Old Single Malt Irish Whiskey	Diageo
Bushmills Black Bush Irish Whiskey	Diageo
Canadian Club 1858	Beam
Early Times 354 Bourbon	Brown-Forman
Gibsons Finest 18 Year Old	William Grant & Sons
Hibiki Japanese Blended Whisky Aged 12 Years	Suntory Liquors
Jameson Rarest Vintage Reserve	Irish Distillers
Kavalan Single Malt Whisky	King Car
Kilbeggan 18	Beam
Middleton Single Pot Still Whiskey Single Cask (1991 Cask Number 48750)	Irish Distillers
Nikka Blended Whisky	Asahi Breweries
Nikka Coffey Grain	Asahi Breweries
Nikka Tsuru 17 Years Old	Asahi Breweries
Old Forester 86 Proof	Brown-Forman
Old Forester Signature	Brown-Forman
Powers John's Lane Release	Irish Distillers
Redbreast 12 Year Old	Irish Distillers
Redbreast 15 Year Old	Irish Distillers
Single Malt Miyagikyo	Asahi Breweries
The Hakushu Single Malt Whisky 18 Year Old	Suntory Liquors
The Hakushu Single Malt Whisky Heavily Peated 2012	Suntory Liquors
The Yamazaki Single Malt Whisky Mizunara 2012	Suntory Liquors
The Yamazaki Single Malt Whisky Puncheon 2012	Suntory Liquors
Three Ships Bourbon Cask Finish	Distell
Yellow Spot	Irish Distillers

## SILVER

Asda Blended Bourbon	Toorank (UK)
Black Nikka 8 Years Old	Asahi Breweries
Breckenridge Bourbon	Breckenridge Distillery
Bushmills 16 Year Old Single Malt Irish Whiskey	Diageo
Bushmills Original Irish Whiskey	Diageo
Canadian Club Classic 12	Beam
Canadian Club Sherry Cask	Beam
Canadian Mist Canadian Whisky	Brown Forman
Clarke's Kentucky Bourbon Whiskey	Aldi UK
Collingwood	Brown Forman
Connemara	Beam
Dead Guy Whiskey	Rogue Spirits
Gibsons Finest 12 Year Old	William Grant & Sons
Gibsons Finest Sterling	William Grant & Sons
Green Spot	Irish Distillers
Greenore Single Grain	Beam
Hogs Bourbon 3	Quality Spirits International
Hudson Manhattan Rye Whiskey	William Grant & Sons
Jameson Irish Whiskey	Irish Distillers
Jameson Select Reserve Small Batch	Irish Distillers
Jameson Signature Reserve	Irish Distillers
Japanese Blended Whisky Kakubin	Suntory Liquors

# Vodka

TROPHY

**BELVEDERE BLACK RASPBERRY**  
MOËT HENNESSY



TASTING NOTE: Hint of berries, better than nose, long-lasting finish

TROPHY

**BELVEDERE VODKA**  
MOËT HENNESSY



TASTING NOTE: Clean, neutral, good balance on dilution, very smooth on taste, some bite but well balanced

TROPHY

**PURE GREEN ORGANIC VODKA**  
PURE GREEN



TASTING NOTE: Soft, inviting, clean, well balanced. Some delicate cream and caramel notes

TROPHY

**SAIMAA VODKA**  
SAIMAA BEVERAGES



TASTING NOTE: Elegant, glides down the palate, fresh waves

TROPHY

**SKYY VODKA**  
CATALYST BRANDS



TASTING NOTE: Clean, good balance, some sweetness on dilution, smooth

TROPHY

**STOLI SALTED KARAMEL**  
SPI SPIRITS CYPRUS



TASTING NOTE: Good flavour, impactful, still good on dilution. Good balance, nice sweetness, no burn from spice, very good

TROPHY

**SVAYAK**  
JSC MINSK GRAPE WINE FACTORY



TASTING NOTE: Complex, well structured and good length. Interesting

TROPHY

**VODKA NAST-OYASCHAYA PLATINOVAYA**  
PERVAYA VODOCHNAYA COMPANY



TASTING NOTE: Creaminess with hints of aniseed, integrated, dryness begins to emerge with pepper

GOLD

**ERISTOFF**  
BACARDI



TASTING NOTE: Fresh aniseed aroma, creamy, opens up with subtle sweetness. Nicely composed and balanced

GOLD

**FINLANDIA MANGO**  
BROWN-FORMAN



TASTING NOTE: Tropical fruits, mango dominating. Some berries, some sweet elements. Real vodka

GOLD

**RASPBERRY VODKA**  
MARKS & SPENCER



TASTING NOTE: Rich, punchy, raspberry notes. Jammy-like, nice aroma, good examples of raspberry, good structure and taste, no aggressive alcohol kick

GOLD

**SVETLAYA GOLOVA ZOLOTAYA PREMIUM**  
RUSIMPORT



TASTING NOTE: Floral aroma, well balanced. Clean characteristics, evolving into buttered bread. Soft and clean

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SILVER	
Alaska Vodka	Vinprom Peshtera
Amundsen	Stock Spirits Group
Asda Vodka	Asda
Belvedere Citrus	Moët Hennessy
Belvedere Unfiltered	Moët Hennessy
Blue 42 Vodka	Old St Andrews
Bozkov	Stock Spirits Group
Bulbash Nano	Bulbash Zavod
Davna Bizon	Marblehead Brand Development
Davna Czeri	Marblehead Brand Development
Finlandia Grapefruit	Brown-Forman
Finlandia Tangerine	Brown-Forman
Finlandia Vodka	Brown-Forman
Green Mark Traditional Russian Recipe	CEDC
ID Black Onyx	Al Ahram Beverages
Imperial Collection Gold	Ladoga Group
Jewish Standard	Whitehall
Kalinka Classik	Russian Spirit Group
Kalinka Export	Russian Spirit Group
Kalinka Gzel	Russian Spirit Group
Kalinka Khohloma	Russian Spirit Group
Karavan	Groupe Grands Chais de France
Katla Vodka	64° Reykjavik Distillery
Little Black Dress Vodka: Classic	Brown-Forman
Lubelska	Stock Spirits Group
Mainstay Premium Cane	Distell
Mamont Vodka	Marussia Beverages

SILVER	
New Amsterdam Vodka	E&J Gallo Winery
Orzel	Stock Spirits Group
Poliakov	La Martiniquaise
Prestige	Stock Spirits Group
PUR Vodka	PUR Vodka
Pure Star Vodka	G&J Greenall
Putinoff Premium Vodka	Lidl UK
Quay Vodka	Bravado Imports
Rurikovich. Russkiy Vyzov. Serebryanaya	Rusimport
Russian Diamond	Russian Spirit Group
Serebryani Zamok	Russian Spirit Group
Spar Imperial Vodka	G&J Greenall
Stalinskaya	Prodal'94
Stoli Chocolat Kokonut	SPI
Svensk Vodka Lake Vattern	Svensk Export Vodka
Tamova Premium Vodka	Aldi
Tamova Vodka	Aldi
Tovaritch! Russian Vodka	Tovaritch Spirits International
U'Luvka Vodka	U'Luvka
Viche Pitia N.30 Lemon on milk	Maison de la Vodka
Vikingfjord Vodka	Arcus
Vodka Nastoyaschaya Original Naya	Pervaya Vodochnaya Company

BRONZE	
1906	Stock Spirits Group
Arbatskaya Elite	IRW
Citrus Vodka	Marks & Spencer
Flirt Vodka	Vinprom Peshtera
Orkisz	Stock Spirits Group
Rurikovich Knyaz Yroslav Mudry Hlebnaya	Rusimport
Rurikovich Russkiy Vyzov	Rusimport
Svarog Vodka	Badel 1862
Toffee Vodka	Marks & Spencer
Tovaritch! Russian Vodka	Tovaritch Spirits International
Zoladkova Cyzsta de Luxe	Stock Spirits Group
Zubr	Stock Spirits Group



## Other white spirits

No gold medals awarded

SILVER	
Aalborg Taffel Akvavit	Arcus
Gammel Opland	Arcus
Little Black Dress Vodka: Black Cherry Vanilla	Brown-Forman
Little Black Dress Vodka: Pineapple Honey	Brown-Forman
Lysholm Linie	Arcus

BRONZE	
Aalborg Jubilaums Akvavit	Arcus
Arvesølvet	Det Norske Brenneri
Arvesølvet Helt Klart	Det Norske Brenneri
Byejoe Red	Byejoe US
Little Black Dress Vodka: Blueberry Pomegranate	Brown-Forman
Moutai	Camus Cognac
Oscar's Peach Schnapps	Aldi UK
TWC Poitin	Teeling Whiskey Co

# Liqueurs

**TROPHY**  
**CRÈME DE CASSIS DE DIJON GABRIEL BOUDIER**  
 EMPORIA BRANDS



**TASTING NOTE:** Deep and blackcurranty nose, highly concentrated, excellent

**TROPHY**  
**SUPERCASSIS CRÈME DE CASSIS**  
 VEDRENNE



**TASTING NOTE:** Vibrant fruits, slight dusty earthy aroma on palate. Big, powerful fruits. Some good freshness, very thick on palate

**GOLD**  
**CASSIS DE DIJON**  
 MARKS & SPENCER



**TASTING NOTE:** Light medicinal note, great vibrancy, good fruit, length on palate, has a pure fruit character

**GOLD**  
**GLAYVA**  
 WHYTE & MACKAY



**TASTING NOTE:** Nutmeg, spices, very aromatic on palate. Sweet, rich, lots of spice. Christmas feel to it. Well made

**GOLD**  
**LIMONCE**  
 STOCK SPIRITS GROUP



**TASTING NOTE:** Lemony nose, intense and stimulating, naturalistic in character, subtle flavours and polite alcohol

**GOLD**  
**MERLET CRÈME DE CASSIS**  
 DISTILLERIE MERLET & FILS



**TASTING NOTE:** Punchy, blackcurrant, rich, luscious fruits on palate. Lots of cassis, long finish, lots of vibrancy, very intense



## SILVER

Antica Sambuca Classic	Antiche Distillerie Riunite
Breckenridge Bitters	Breckenridge Distillery
Crème de Cassis Bio Organic	Vedrenne
Drambuie	The Drambuie Liqueur Co
Dunkeld Atholl Brose	Gordon & MacPhail
Elderflower Liqueur Fleur de Sureau	Vedrenne
Jungfrau Krauter Likor	Global Brands
Le Favori	Groupe Grands Chais de France
Master of Malt 40 Yr Speyside Whisky Liqueur	Master of Malt
Merlet Crème de Framboise	Distillerie Merlet & Fils
Merrys White Chocolate	Robert A Merry & Co
Mozart Black Dark Chocolate	Mozart Distillerie
Sloe Gin	Marks & Spencer
Solerno	William Grant & Sons
Tesco Finest Triple Sec	Emporia Brands
Wild Turkey American Honey	Catalyst Brands

## BRONZE

Amarretto Bellucci	Aldi UK
Amarula Cream	Distell
Amundsen Lime & Mint	Stock Spirits Group
Amundsen Peach	Stock Spirits Group
Aperitivo Cocchi Americano Rosa	Giulio Cocchi Spumanti
Aperol	Catalyst Brands
Armlar Amaretto	Lidl UK
Asda Aurante Orange Liqueur	Toorank (UK)
Asda Caribbean White Rum (with Coconut)	Toorank (UK)
Carvo Caramel Vodka Infusion	Thirsty Now Beverages
Chambord Black Raspberry Liqueur	Brown-Forman
Cherry Brandy	Marks & Spencer
Cocobay White Rum	Aldi UK
Courailleuse	Distillerie Fils Du Roy
Crème de Framboise	Vedrenne
Deep South	Toorank (UK)
Drambuie 15	The Drambuie Liqueur Co
Elderflower Liqueur	Marks & Spencer
Fratello	Francoli
Illyquore	Catalyst Brands
Irish Cream	Marks & Spencer
Jaan	Jaan Inc
Joseph Cartron - Cassis	Joseph Cartron
Joseph Cartron - Mure	Joseph Cartron
Kuber-Maister	Thirsty Now Beverages
La Mosca	Catalyst Brands
Larusse Bleue	Larusse
Licor 43	Zamora International
Liqueur de Paris	Vedrenne
Merlet C2 Cognac & Cassis	Distillerie Merlet & Fils
Merlet C2 Cognac & Citron	Distillerie Merlet & Fils
Merlet Crème de Mure	Distillerie Merlet & Fils
Merrys Irish Cream Liqueur	Robert A Merry & Co
Mozart Gold Chocolate Cream	Mozart Distillerie
Mozart White Chocolate Cream	Mozart Distillerie
O'Casey's	First Ireland Spirits
Olmecca Fusión Coffee	Chivas Brothers
Olmecca Fusión Dark Chocolate	Chivas Brothers
Orange & Brandy Liqueur	Marks & Spencer
Oude Meester Ginger	Distell
Oude Meester Peppermint	Distell
Serenade Cherry Liqueur	Lidl UK
St Rémy a la Crème	Rémy Cointreau
Taste the Difference Irish Cream Liqueur	Niche Drinks Co
Tekirdag Rakisi	Mey Icka Sanayi ve Ticaret
Tesco Finest Irish Cream Liqueur	Niche Drinks Co
Tesco Finest Blue Curacao	Emporia Brands
Tesco Finest Cherry Brandy	Emporia Brands
Tesco Finest Crème de Cassis de Dijon	Emporia Brands
Tesco Finest Crème de Menthe	Emporia Brands
Tesco Irish Country Cream	Niche Drinks Co
Thario	Distillerie Fils Du Roy
The King's Ginger	Berry Bros & Rudd
Toffee and Pecan Cream	Marks & Spencer
Volare Triple Sec	Antiche Distillerie Riunite
Yeni Raki	Mey Icka Sanayi ve Ticaret
Yeni Raki Ala	Mey Icka Sanayi ve Ticaret
Zachos Ouzo	Lidl UK

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# Gin

**TROPHY**

**NO.3 LONDON DRY GIN**  
BERRY BROS & RUDD



A dark green glass bottle of No.3 London Dry Gin. The bottle has a silver cap with 'No.3' on it. The main label features a large '3' and the text 'No.3 LONDON DRY GIN' and 'BERRY BROS & RUDD'. A smaller label on the neck also says 'No.3'.

**TASTING NOTE:** Citrus spice and juniper on the nose, traditional palate, citrus top notes. Well balanced

**TROPHY**

**PROFESSOR CORNELIUS AMPLEFORTH'S BATHTUB GIN**  
(SUPER PREMIUM)  
MASTER OF MALT



A clear glass bottle of BathTub Gin with a black cap. The bottle is wrapped in a textured, brown paper sleeve with a vintage-style label that reads 'BathTub Gin' and 'Professor Cornelius Ampleforth's'.

**TASTING NOTE:** Complex nose, surely balanced. Massive hit of juniper/spice. Long aftertaste. Delicious



**GOLD**

**ASDA LONDON DRY GIN**  
ASDA



A clear glass bottle of Asda London Dry Gin with a white cap. The bottle has a green label that reads 'LONDON DRY GIN' and 'TRIPLE DISTILLED'.

**TASTING NOTE:** Spicy juniper, sweet spice on palate developing to juniper

**GOLD**

**BEEFEATER LONDON DRY GIN**  
CHIVAS BROTHERS



A clear glass bottle of Beefeater London Dry Gin with a red cap. The bottle has a white label with a red illustration of a Beefeater and the text 'BEEFEATER LONDON' and 'LONDON DRY GIN'.

**TASTING NOTE:** Lightly balanced with spice/citrus notes. Lovely complexity

**GOLD BEST IN CLASS**

**MARTIN MILLER'S GIN WESTBOURNE STRENGTH**  
THE REFORMED SPIRITS COMPANY



A clear glass bottle of Martin Miller's Gin Westbourne Strength with a white cap. The bottle has a white label with a map of the Westbourne area and the text 'MILLER'S GIN' and 'WESTBOURNE STRENGTH'.

**TASTING NOTE:** Quite delicate nose. Much bigger on the palate, liquorice finish. Long and well balanced. Excellent gin

**GOLD**

**SAINSBURY'S BLACKFRIARS GIN**  
G&J GREENALL

**TASTING NOTE:** What a gin. Would love to try it with tonic. Everything a gin should be

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**GOLD**

## MARTIN MILLER'S GIN

THE REFORMED SPIRITS COMPANY



TASTING NOTE: Lighter, fragrant aroma, long finish, rounded

**GOLD**

## PORTOBELLO ROAD GIN

PORTOBELLO ROAD GIN



TASTING NOTE: Balance of juniper and citrus on the nose. Diluted nice balanced product. Complex lingering taste

**GOLD**

## PROFESSOR CORNELIUS AMPLEFORTH'S BATHTUB GIN

(PREMIUM)  
MASTER OF MALT



TASTING NOTE: Gin with good depth. Sophisticated with a dry, long finish

**GOLD**

## TANQUERAY EXPORT STRENGTH GIN

DIAGEO



TASTING NOTE: Citrus elements, sweet character, slightly harsh on taste, good depth

**GOLD**

## WHITLEY NEILL GIN

WHITLEY NEILL

TASTING NOTE: Light on aroma, but good on complexity. Good traditional gin

**SILVER**

<b>Beefeater 24</b>	Chivas Brothers
<b>Beefeater London Dry Gin</b>	Chivas Brothers
<b>Berkeley Square</b>	G&J Greenall
<b>Bleu d'Argent</b>	Groupe Grands Chais de France
<b>Bombay Original Dry Gin</b>	Bacardi Global Brands
<b>Bombay Sapphire East</b>	Bacardi Global Brands
<b>Botanic Premium</b>	Bodegas Williams & Humbert
<b>Botanic Ultra</b>	Bodegas Williams & Humbert
<b>Brecon Botanicals Gin</b>	The Welsh Whisky Company
<b>Caorunn</b>	Inver House Distillers
<b>Chancery London Dry Gin</b>	G&J Greenall
<b>Citadelle Gin</b>	Cognac Ferrand
<b>Edinburgh Gin</b>	Spencerfield Spirit Company
<b>Filliers Black Label 12 Year Old</b>	Filliers Graanstokerij
<b>Filliers Tangerine Gin 43%</b>	Filliers Graanstokerij
<b>Gin Mare</b>	Global Premium Brands
<b>Hayman's Old Tom Gin</b>	Hayman Distillers
<b>London Hill Gin</b>	Ian Macleod Distillers
<b>Oliver Cromwell London Dry Gin</b>	Aldi UK
<b>Origin - Istog, Kosovo (Premium)</b>	Master of Malt
<b>Origin - Istog, Kosovo (Super-premium)</b>	Master of Malt
<b>Piger Henricus</b>	Les Distillateurs Subversifs
<b>Plymouth Gin</b>	Chivas Brothers
<b>Six O'Clock Gin</b>	Bramley & Gage
<b>Spar London Dry Gin</b>	G&J Greenall
<b>Tesco Finest London Dry Gin</b>	G&J Greenall
<b>The London No.1</b>	Gonzalez Byass
<b>Waitrose Premium London Dry Gin</b>	Waitrose
<b>Worship Street Whistling Shop Cream Gin (super premium)</b>	Master of Malt

**BRONZE**

<b>Blackwood's - Super-Premium</b>	Blavod Drinks
<b>Bloom Premium London Dry Gin</b>	G&J Greenall
<b>Bombay Sapphire</b>	Bacardi Global Brands
<b>Citadelle Reserve 2012</b>	Cognac Ferrand
<b>Darnley's View Spiced Gin</b>	Wemyss Vintage Malts
<b>Greenall's Original London Dry Gin</b>	G&J Greenall
<b>Grosvenor</b>	Booker
<b>Hendrick's Gin</b>	William Grant & Sons
<b>N Gin VLC</b>	Bodegas y Vinedos de Utiel
<b>New Amsterdam</b>	E&J Gallo
<b>Reval</b>	Remedia
<b>Rives Special Gin</b>	Rives Pitman
<b>Spirit of London Distilled Dry Gin</b>	Marks & Spencer
<b>Svensk Gin</b>	Svensk Export Vodka
<b>Waitrose Standard London Dry Gin</b>	Waitrose
<b>Worship Street Whistling Shop, Cream Gin (premium)</b>	Master of Malt



# Tequila

**TROPHY**

**EL TESORO PLATINUM**  
BEAM



**TASTING NOTE:** Fresh and lively agave, great minerality, Tasty, smooth and green, fresh agave with hints of vanilla

**TROPHY**

**EL TESORO REPOSADO**  
BEAM



**TASTING NOTE:** Dry grapes, vanilla, with agave touch and oily sensation. Amazing complexity with a really fresh agave aftertaste

**SILVER**

Dos Lunas Blanco	Dos Lunas Spirits
El Jimador Añejo	Brown-Forman
El Jimador Blanco	Brown-Forman
El Jimador Reposado	Brown-Forman
El Tesoro Añejo	Beam
Herradura Añejo	Brown-Forman
Milagro Tequila Añejo	William Grant & Sons
Milagro Tequila Reposado	William Grant & Sons
Milagro Tequila Select Barrel Añejo	William Grant & Sons
Milagro Tequila Select Barrel Reposado	William Grant & Sons
Milagro Tequila Select Barrel Reserve Silver	William Grant & Sons
Milagro Tequila Silver	William Grant & Sons
Olmecca Altos Plata	Chivas Brothers
Olmecca Altos Reposado	Chivas Brothers
Sierra Tequila Antiguo	The Drinks Company
Tequila Don Julio Blanco	Diageo
Tequila Don Julio REAL	Diageo
Tres Generaciones Organic Reposado	Beam

**BRONZE**

Aztecca Reposado 100% Agave	Rusimport
Dos Lunas Reposado	Dos Lunas Spirits
Herradura Reposado	Brown-Forman
Herradura Silver	Brown-Forman
Sierra Tequila Milenario Extra Añejo	The Drinks Company
Sierra Tequila Milenario Reposado	The Drinks Company
Tequila Don Julio 70	Diageo
Tres Generaciones Organic Plata	Beam

**GOLD**

**CASA SAUZA XA, EDICION LIMITADA**  
BEAM



**TASTING NOTE:** Good agave presence, mellow with a lovely medium finish. Strong tannins

**GOLD**

**EL TESORO 75TH ANIVERSARIO**  
BEAM

**TASTING NOTE:** Olive tapenade on the nose. Acidic but pleasant. Very well balanced tequila - the wood does not overpower the base spirit

**GOLD**

**HERRADURA SELECCION SUPREMA EXTRA AÑEJO**  
BROWN-FORMAN



**TASTING NOTE:** Very earthy, orangey and fruity. Smooth and really good aftertaste

**GOLD**

**TEQUILA DON JULIO 1942**  
DIAGEO



**TASTING NOTE:** Sweet, fruity and a bit dry. Opens up a bit, becomes dryer. A bit on the sweet side but yummy

**GOLD**

**TEQUILA DON JULIO AÑEJO**  
DIAGEO



**TASTING NOTE:** Fresh agave, butterscotch and vanilla, subtle oak. Smooth, sweet, creamy, agave bitterness, subtle

**GOLD**

**TEQUILA DON JULIO REPOSADO**  
DIAGEO



**TASTING NOTE:** Nutty nose, hazelnuts, walnuts etc. Yeast (mustiness)

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# Brandy

## TROPHY

### KWV 15 YEAR OLD

KWV



#### TASTING NOTE:

Complex nose with figs and cinnamon. Balanced and integrated, velvety, with good fruit flavours

## TROPHY

### COGNAC MILLESIME 1991 20ANS D'AGE

COGNAC FRAPIN



**TASTING NOTE:** Nice Muscat aromas. Floral, honey, good complexity and balanced. A bit young but balanced, smooth and elegant

## GOLD/BEST IN CLASS

### L'AUTHENTIQUE ARMAGNAC DELORD

ARMAGNAC DELORD



**TASTING NOTE:** Good character and depth. The palate is balanced. H<sub>2</sub>O youngish but good character

## GOLD/BEST IN CLASS

### LOUIS ROYER DISTILLERIE DES SAULES BORDERIES COGNAC

LOUIS ROYER



**TASTING NOTE:** Nice, interesting, plums and dried frit. Nice, subtle oak notes

## ARMAGNAC SILVER

Château Du Tariquet	Château Du Tariquet
Château Du Tariquet XO	Château Du Tariquet

## ARMAGNAC BRONZE

Chateau Du Tariquet Blanche Armagnac	Chateau Du Tariquet
Château Du Tariquet VSOP	Château Du Tariquet
Janneau 15 Year Old Single Distillery	Janneau
Sainsbury's Taste The Difference 12 Year Old	Emporia Brands

## BRANDY GOLD

Commando Brandy	Distell
KWV 20 Year Old	KWV
Mellow Wood Brandy	Distell
Richelieu 10 Year Old Vintage Brandy	Distell
Richelieu Export Liqueur Brandy	Distell
Uitkyk Estate Brandy Grand Reserve 10 Year Old	Distell
Van Ryn's Distillers Reserve 12 Year Old	Distell
Van Ryn's Vintage Brandy 10 Year Old	Distell

## BRANDY SILVER

E & J Brandy VSOP	E&J Gallo
Flight Of The Fish Eagle	Distell
Imoya	KWV
Klipdrift Export	Distell
Klipdrift Premium	Distell
KWV 10 Year Old	KWV
KWV 3 Year Old	KWV
KWV 5 Year Old	KWV
Laborie Alambic	KWV
Nederburg Solera Potstilled	Distell

## BRANDY SILVER

Oude Meester Demant	Distell
Oude Meester Reserve 12 Year Old	Distell
Oude Meester VSOP	Distell
Sydney Back Brandy	Backsberg Estate Cellars
Van Ryn's Collectors Reserve 20 Year Old	Distell
Van Ryn's Fine Cask Reserve 15 Year Old	Distell

## BRANDY BRONZE

Bardinet French Brandy VSOP	Bardinet
Bardinet French Brandy XO	Bardinet
Beehive	Bardinet
Christian Dupré	Booker
Collison's White Gold Potstilled	Distell
E&J Brandy VS	E&J Gallo
E&J Brandy XO	E&J Gallo
E&J Brandy VS (40% Blend)	E&J Gallo
French Brandy	Asda
Georgievsky XO	Tavria
Klipdrift Gold	Distell
Korlat Loza Barrique	Badel 1862
Mellow Wood 5 Year Old Brandy	Distell
Morpheus XO Blended Premium Brandy	Radico Khaitan
Napoleon Brandy	Aldi UK
Napoleon Brandy - Aged 3 Years	Marks & Spencer
Oude Meester Souverein 18 Year Old	Distell
Taste The Difference French Brandy XO Aged 5	Louis Royer
Sevan Armenian Brandy 10 Year Old	Whitehall
Sevan Armenian Brandy 5 Year Old	Whitehall
Sevan Armenian Brandy 7 Year Old	Whitehall
St Rémy Authentic VSOP	Rémy Cointreau

**GOLD/BEST IN CLASS**

**WAQAR  
PISCO**

PISQUERA TULAHUEN



**TASTING NOTE:**  
Clear colour,  
clean, good  
aromas of fresh  
fruit, round. Nice  
anisettes notes

**GOLD/BEST IN CLASS**

**LUSTAU  
SOLERA  
RESERVA**

EMILIO LUSTAU



**TASTING NOTE:**  
Plums and red  
fruit, with sweet  
associated  
aromas. Fairly  
complex, sweet  
finish on the  
palate

**BRANDY BRONZE**

St Rémy Authentic Xo	Rémy Cointreau
St Remy Extra Old Reserve Privée	Rémy Cointreau
Tsar Tigran Armenian Brandy 20 Year Old	Whitehall
Tsar Tigran Armenian Brandy 25 Year Old	Whitehall
Tsar Tigran Armenian Brandy 30 Year Old	Whitehall
Viceroy 5 Year Old	Distell

**CALVADOS GOLD**

Tesco Calvados VSOP	Tesco Stores
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**CALVADOS BRONZE**

Berneroy Fine	Camus Cognac
Berneroy XO	Camus Cognac
Daron Fine	Cognac Ferrand
Sainsbury's Taste The Difference Calvados XO 12 Year Old	Emporia Brands

**COGNAC GOLD**

Hardy VSOP	H Mounier
Louis Royer Distillerie D'aumagne Fins Bois Cognac	Louis Royer
Louis Royer Extra Grande Champagne	Louis Royer
XO Famille Drouet	Drouet Et Fils

**COGNAC SILVER**

Gautier Cognac VS (BEST IN CLASS)	Gautier Cognac
Baron Otard VS	Château De Cognac
Baron Otard VSOP	Château De Cognac
Baron Otard XO Gold	Château De Cognac
Braastad My Selection	Arcus
Braastad XO Fine Champagne	Arcus
Camus Vs Elegance	Camus Cognac

**COGNAC SILVER**

Chevalier Cognac	Aldi UK
Cognac Grande Champagne Extra	Cognac Frapin
Cognac Leyrat	SnC Maine Drilhon
Delamain Pale & Dry XO	Mentzendorff
Gautier Cognac XO Gold And Blue	Gautier Cognac
Gautier Cognac XO Pinar Del Rio	Gautier Cognac
Hardy - Noces D'or	H Mounier
Louis Royer Cognac Preference VSOP	Louis Royer
Louis Royer Distillerie Chantal Bons Bois Cognac	Louis Royer
Louis Royer Distillerie De l'Ecole Petite Champagne Cognac	Louis Royer
Louis Royer Distillerie Les Magnolias Grande Champagne Cognac	Louis Royer
Louis Royer XO	Louis Royer
Pierre Ferrand Vintage 1975	Cognac Ferrand
Prince Hubert De Polignac Extra	H Mounier
Prince Hubert De Polignac XO	H Mounier
Rémy Martin Coeur De Cognac	Rémy Martin
Rémy Martin Vsop Mcf	Rémy Martin
Reviseur Cognac	SnC Maine Drilhon
Richelieu XO	Distell
Tesco Cognac VS	Emporia Brands

**COGNAC BRONZE**

Braastad Organic	Arcus
Camus VSOP Elegance	Camus Cognac
Garde Marine XO	Rusimport
Louis Royer Force 53 Vsop Fine Champagne Cognac	Louis Royer
Louis Royer VS Cognac	Louis Royer
Louis Royer VSOP Cognac	Louis Royer
Merlet Cognac Brothers Blend	Distillerie Merlet & Fils
Rémy Martin XO Excellence	Rémy Martin
Reviseur Cognac	SnC Maine Drilhon
Sainsbury's Taste The Difference XO Cognac Grande Champagne	Louis Royer
Tesco Cognac VSOP	Emporia Brands
Tesco Finest Cognac XO	Emporia Brands

**GRAPPA BRONZE**

Grappa De Chardonnay	Distilleria Sibona
Grappa Di Barolo	Distilleria Sibona
Grappa XO	Distilleria Sibona

**PISCO SILVER**

Pisco Bauza Aniversario 40 Doble Destilado	Agroproductos Bauza
Pisco El Gobernador	Miguel Torres Chile
Pisco Reservado Bauza 40 Doble Destilado	Agroproductos Bauza

**PISCO BRONZE**

Pisco Reservado Bauza Crystal 40 Doble Destilado	Agroproductos Bauza
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**SPANISH BRANDY SILVER**

Don Cortez Solera Gran Reserva	Rusimport
Lustau Solera Gran Reserva	Emilio Lustau
Veterano 8a Generacion Familiar	Osborne

**SPANISH BRANDY BRONZE**

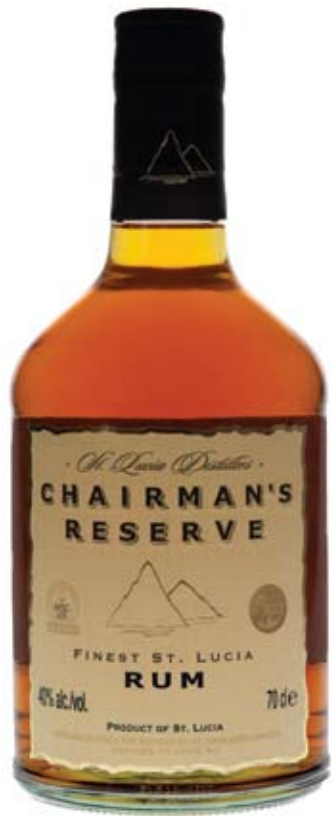
Carlos I	Osborne
Carlos I Imperial	Osborne
Lustau Solera Gran Reserva Finest Selection	Emilio Lustau

# Rum



## TROPHY

**CHAIRMAN'S RESERVE FINEST ST LUCIA RUM**  
ST LUCIA DISTILLERS



**TASTING NOTE:** Balanced, sulphury nose but as it is aged is great. The finish is very nice. An honest product

## GOLD

**1931 - 2ND EDITION**  
ST LUCIA DISTILLERS



**TASTING NOTE:** Good balance, integrated, concentrated till the end. Not too much sugar. Genuine rum

## GOLD

**ADMIRAL RODNEY**  
ST LUCIA DISTILLERS



**TASTING NOTE:** Nose is gorgeous. Real wood, real oxidation, real Latin style

## GOLD

**BUNDABERG RUM: MASTER DISTILLERS COLLECTION DOUBLE BARREL**  
DIAGEO



**TASTING NOTE:** Brandy nose. Treacle. A very good one

## GOLD

**CACHAÇA TERRA DOURADA - OURO**  
TERRA DOURADA



**TASTING NOTE:** Old spiced. Original. Floral and fruity nose. Very complex

## GOLD

**CHAIRMAN'S RESERVE SPICED**  
ST LUCIA DISTILLERS



**TASTING NOTE:** Angostura bitters, orange zest, good balance. Good ingredients, very pleasant, some complexity

## GOLD

**LA HECHICERA - FINE AGED RUM FROM COLOMBIA**  
LA HECHICERA



**TASTING NOTE:** Quite complex. Nicely balanced, nice finish, not too sweet. Nose absolutely gorgeous. Toffee

## GOLD

**HAVANA CLUB 3 AÑOS**  
HAVANA CLUB INTERNATIONAL



**TASTING NOTE:** Interesting cane notes. Juice based, almost brandy. lovely balance. Almost wine like. Aged for a long time as grassy nose has disappeared. Lovely one

## GOLD

**ORIGINAL PITU DO BRAZIL**  
SEMPER IDEM UNDERBERG



**TASTING NOTE:** Well balanced. A bit grassy

## SILVER

Bacardi 1873 Solera	Bacardi
Bacardi Añejo	Bacardi
Bacardi Gold	Bacardi
Bacardi Limon	Bacardi
Bacardi Reserva Limitada	Bacardi
Chairman's Reserve - The Forgotten Casks	St Lucia Distillers
Cruzan Aged Dark Rum	Beam

## SILVER

Doorly's	RL Seale & Co
Havana Club 15 Años	Havana Club International
Havana Club 7 Años	Havana Club International
INOX Original	Purissima Do Brazil Bebidas
Island Magic	Booker
Lemon Hart Original Demerara Rum	Lemon Hart Rum Company
OVD Rum	William Grant & Sons
Plantation Panama 2002	Cognac Ferrand
Prof Cornelius Ampleforth's Rumbullion!	Master of Malt
Prof Cornelius Ampleforth's Navy Strength	Master of Malt
Pusser's Rum	Pusser's Rum Co
Pusser's Rum 15 Year Old Old	Pusser's Rum Co
RedLeg	RedLeg Rum Co
Taste the Difference Golden Rum	J Sainsbury
St James Premium Caribbean Rum - Heritage	La Martiniquaise
St James Premium Caribbean Rum Reserve	La Martiniquaise
St André Rum Vesou	Trois Freres Distillery
Terra Dourada - Cachaça	Spezia
Westerhall Vintage Rum	Westerhall Estate
Wood's 100 Old Navy Rum	William Grant & Sons
Zacapa 23	Diageo
Zacapa XO	Diageo

## BRONZE

Asda Caribbean Spiced	Asda
Auri	Industria de Bebidas Rio Belo
Auri Branca	Industria de Bebidas Rio Belo
Auri Partilha Especial	Industria de Bebidas Rio Belo
Bacardi 8	Bacardi
Bacardi Grand Melon	Bacardi
Bacardi Oakheart	Bacardi
Bajan XO Rum	Marks & Spencer
Bundaberg: Master Distillers Collection Dark Oak	Diageo
Cane Trader	Booker
Chairman's Reserve White Rum	St Lucia Distillers
Cruzan Aged Light Rum	Beam
Dark Navy Rum	Asda
Gingerbread Rum	Marks & Spencer
Havana Club Seleccion de Maestros	Havana Club International
James Cook Genuine Overseas Rum	Lidl UK
Liberté White Rum	Lidl UK
Negrta Gold	Bardinet
Negrta Spiced	Bardinet
Old Hopking Dark Rum	Aldi UK
Old Hopking White Rum	Aldi UK
Plantation Trinidad 1989	Cognac Ferrand
Red Heart Original Caribbean Rum	Pernod Ricard South Africa
Ron Manacas	Sanchez Romate
Sailor Jerry Spiced Rum	William Grant & Sons
St André 8 Year Old Rum	Trois Freres Distillery
Superior White Rum	Asda
The Wild Geese Golden Rum	Avalon Group
The Wild Geese Premium Rum	Avalon Group
Westerhall Superb Light Rum	Westerhall Estate
Westrock Spiced	Catalyst Brands



# Design & Packaging

## TROPHIES

### ABSOLUT UNIQUE

FAMILY BUSINESS



DESIGN CHAMPION

MOST INNOVATIVE GRAPHIC DESIGN

TROPHY FOR REPACKAGED

## TROPHY

### BOMBAY SAPPHIRE

WEBB DEVLAM ESTABLISHED



MOST INNOVATIVE PACK FORMAT

## TROPHY

### THE GLENLIVET ALPHA

NUDE BRAND CREATION  
NEW



## GOLD

### BEEFEATER BURROUGH'S RESERVE

COLEY PORTER BELL  
NEW



# International Spirits Challenge

32 | DRINKSINT.COM | AUGUST 2013 | SUPPLEMENT TO DRINKS INTERNATIONAL



**GOLD**

## CUTTY SARK TAM O'SHANTER EDITION 25 YEAR OLD

EDRINGTON  
ESTABLISHED



**GOLD**

## DON PAPA STRANGER & STRANGER NEW

NEW



**GOLD**

## GLENFIDDICH ULTIMATE 38 YEARS OLD

WILLIAM GRANT & SONS  
DISTILLERS  
NEW



**GOLD**

## OLMECA ALTOS

COLEY PORTER BELL  
REPACKAGED



**SILVER**

Casa Dragones Sipping Tequila	Casa Dragones Tequila	Established
Glenfiddich Age of Discovery Madeira Cask Finish	William Grant & Sons	Established
Johnnie Walker Blue Label	Diageo	Established
John Walker & Sons Odyssey	Diageo	Established
Ron Manacas	Sanchez Romate Hnos	Established
Brugal Papa Andres	Edrington	New
Camus Family Legacy	Camus Cognac	New
Flaming Heart Limited Edition	Stranger & Stranger	New
Jack Daniel's White Rabbit	Stranger & Stranger	New
Johnnie Walker Explorer's Club Collection	Diageo	New
Marks & Spencer Single Malt Gift Set	Marks & Spencer	New
The Entertainer	Stranger & Stranger	New
Mamont Vodka	Marussia Beverages	Repackaged
Mamont Vodka Gift Box	Marussia Beverages	Repackaged

BEST DESIGN & PACKAGING FOR TRAVEL RETAIL

**BRONZE**

Dewar's Signature	John Dewar & Sons	Established
Johnnie Walker Platinum Label	Diageo	Established
Prof Cornelius Ampleforth's Bathtub Gin	Master of Malt	Established
U'Luvka Vodka	U'Luvka	Established
Chivas Brothers Blend	Coley Porter Bell	New
Cutty Sark Prohibition Edition	Edrington	New
Glenfiddich Age of Discovery Bourbon Cask Reserve	William Grant & Sons	New
Glenfiddich Age of Discovery Red Wine Cask Finish	William Grant & Sons	New
Purity Vodka	Purity Vodka	New
Redleg	Blavod Drinks	New
Hardy VSOP	Hardy Cognac	Repackaged
Prince Hubert De Polignac - Extra	H Mounier	Repackaged



# Marketing

**TROPHY**  
**BUCHANAN'S**  
DIALOGUE

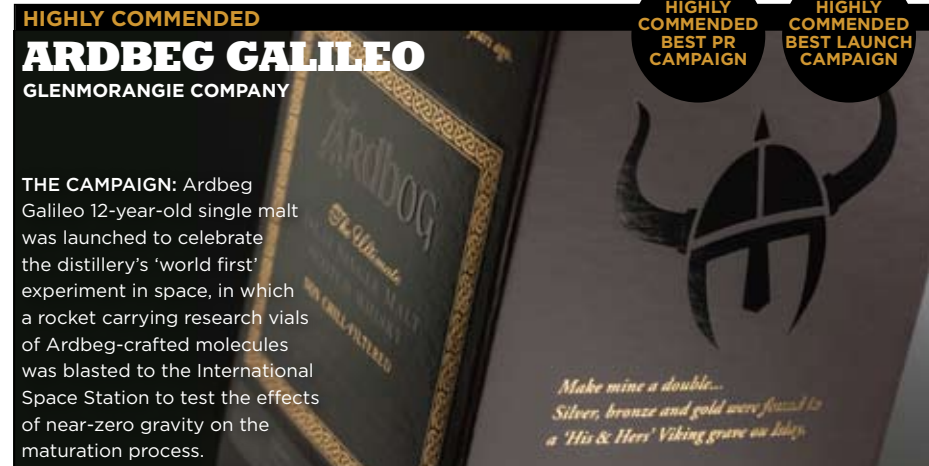


**BEST PR CAMPAIGN**

**BEST INTEGRATED CAMPAIGN**

**THE CAMPAIGN:** Buchanan's Share Yourself (Mexico, Colombia, Venezuela) used the engagement model of celebrating volunteer work with live music events, providing consumers a chance to get involved in volunteer activities driven by the brand. Consumers gave four hours of their time and were rewarded with a tickets to an exclusive concert.

**HIGHLY COMMENDED**  
**ARDBEG GALILEO**  
GLENMORANGIE COMPANY



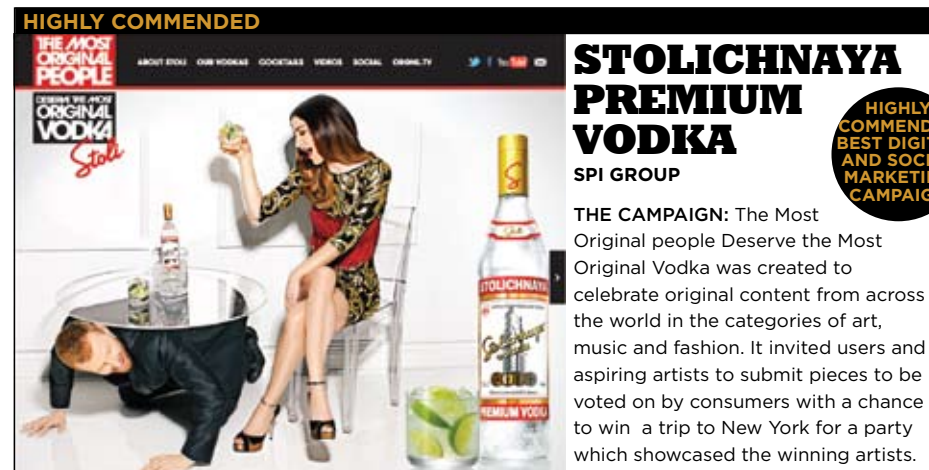
**HIGHLY COMMENDED BEST PR CAMPAIGN**

**HIGHLY COMMENDED BEST LAUNCH CAMPAIGN**

**THE CAMPAIGN:** Ardbeg Galileo 12-year-old single malt was launched to celebrate the distillery's 'world first' experiment in space, in which a rocket carrying research vials of Ardbeg-crafted molecules was blasted to the International Space Station to test the effects of near-zero gravity on the maturation process.

*Make mine a double... Silver, bronze and gold were fused to a 'His & Hers' Viking grave on Lobj.*

**HIGHLY COMMENDED**  
**STOLICHNAYA PREMIUM VODKA**  
SPI GROUP



**HIGHLY COMMENDED BEST DIGITAL AND SOCIAL MARKETING CAMPAIGN**

**THE CAMPAIGN:** The Most Original people Deserve the Most Original Vodka was created to celebrate original content from across the world in the categories of art, music and fashion. It invited users and aspiring artists to submit pieces to be voted on by consumers with a chance to win a trip to New York for a party which showcased the winning artists.

**TROPHY**  
**ABSOLUT UNIQUE**  
FAMILY BUSINESS



**BEST MARKETING CONCEPT**

**THE CAMPAIGN:** Absolut's latest eye-catching campaign created an infinite number of unique designs for the vodka brand's bottles. The judges hailed it a "really creative concept", adding: "They have brought the bottling line to life, made it sexy." Other comments included: "An engineering wizard has made the design truly random," and "makes the brand more desirable to consumers."

**TROPHY**  
**BLOOM PICK YOUR OWN STRAWBERRIES**  
QUINTESSENTIAL BRANDS



**BEST EXPERIENTIAL CAMPAIGN**

**THE CAMPAIGN:** Pick Your Own Strawberries was designed to increase brand awareness among target female consumers and educate on a new way to drink Gin & Tonic - with strawberries. The campaign brought the English countryside to an empty retail space in the middle of London, recreating in the city the British tradition of strawberry picking, with strawberry plants from south west England.

**HIGHLY COMMENDED**  
**LDR LONDON**  
LDR LONDON CREATIVE COMMUNICATIONS



**HIGHLY COMMENDED BEST SPIRITS PR COMPANY OF THE YEAR**

**THE COMPANY:** Over the past year the drinks specialist PR company's team has grown from six to 10 and the agency has moved to larger premises in Soho. Its track record of delivering integrated campaigns with commercial impact has helped it win the global brief for Noilly Prat with Bacardi Global Brands and the G&J Greenall portfolio. It already counts Appleton Estate Jamaica rum and Babicka vodka in its portfolio.

**TROPHY**  
**JOHNNIE WALKER HOUSE CHINA**  
DIAGEO



**BEST BRAND EXPERIENCE**

**THE CAMPAIGN:** Launched on the back of the successful Shanghai model which opened last year, Johnnie Walker House Beijing is said to be the world's largest embassy for luxury Scotch whisky, providing bespoke experiences to help consumers immerse themselves in the world of whisky. It blends a bar, museum, retail outlet and members club in response to demand from Chinese consumers for in-depth knowledge of both specific brands and the broader categories under which they fall.

**TROPHY**  
**DIALOGUE**  
DIALOGUE



**BEST SPIRITS PR COMPANY OF THE YEAR**

**THE COMPANY:** The team at Dialogue took this trophy largely as a result of their work with Buchanan's on the Share Yourself campaign, which resulted in 6,500 volunteers taking part in dozens of projects in Colombia, Mexico and Venezuela. The judges were all hugely impressed, with one summing up their feelings: "Blown away by this campaign. It is a fabulous example of the influence and power of brands, what they are capable of and how they can drive change. Incredible."



# Retailers

## UK SPIRITS RETAILER OF THE YEAR Master of Malt

The trophy cabinet at Master of Malt is surely coming free at the sides with the volume of gongs this company has received in the past couple of years.

Master of Malt has proved revolutionary (and evolutionary) when it comes to selling spirits. It is perhaps most recognised for its dram-sized bottles of different whiskies – some old and rare.

The neat little bottles are sealed with wax and the labels feature handmade paper with an old-fashioned typewriter-style font. Lovely stuff.

The retailer has also produced some truly unique spirits – like Cream Gin, which is made using distilled cream and is the key ingredient in World's 50 Best Bars 2012 venue The Worship Street Whistling Shop's Black Cat's Martini.

The company's single-estate cold-distilled



Master of Malt is perhaps most recognised for its dram-sized bottles of all different whiskies

juniper distillates are fascinating for gin fans and the Whisky Advert Calendar is far from textbook when it comes to new ways to present products.

Currently under the banner of Batshit Mental Ideas, Master of Malt is ageing gin in a barrel that previously aged a Negroni cocktail, apropos of achieving something completely different.

Master of Malt will also personalise a bottle for as little as £30 (an 8-year-old blend). Peace of mind when it comes to finding gifts.

There's no question: in the theatre of drinks, this company is hotter than the sun.

What customers say:

"Excellent website. Easy to use, helpful information when ordering."

"Usually the best price. Reviews are usually helpful and honest."

## INTERNATIONAL SPIRITS RETAILER OF THE YEAR La Maison du Whisky

This Paris-based enterprise, founded in 1956, won this award in 2011 too, when its worldwide spirits franchise caught the judges' eyes.

It opened its fifth shop on Anjou Street in 1968, and decided that would be its flagship store, closing the other four over the following years.

Today, La Maison du Whisky has four shops: two in Paris – La Maison du Whisky (Anjou street since 1968) and LMDW Fine Spirits (Odeon place since 2010); one in Singapore (since 2006) – Fine Spirits by La Maison du Whisky, which it turns into a bar at 7pm everyday; one on Reunion Island (since 2002) in the Pacific Ocean near the Seychelles, Maurice Island and Madagascar.

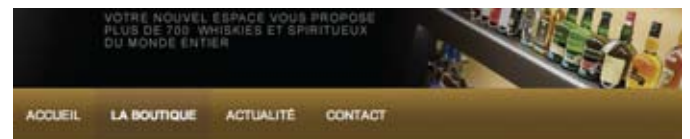
In recent years the philosophy has expanded to other fine spirits and La Maison du Whisky is now the exclusive distributor of

many high-quality rums, cachacas, calvados and Cognacs.

The company's whisky.fr website is one of the biggest online stores in France and it also operates a site dedicated to fine spirits, finespirits.fr.

Time Out's says of La Maison du Whisky: "The enlightened enthusiast will find unusual names and new flavours to explore, and the passionate staff will quickly school the beginner in avoiding rookie errors. You'll struggle to leave empty-handed, or without the fumes of a tasting session on your breath."

Praise indeed for a long-standing enterprise that has maintained its sense of heritage and quality while embracing the ever-changing world of spirits and the media by which that can be communicated. Picture right: Reunion Island



### LA BOUTIQUE





# Judges

## WHISKY JUDGES



**Clockwise top left:** Tadashi Sakuma, senior officer/ chief blender Nikka; Angela D'Orazio, master blender Macmyra Svensk Whisky; Richard Paterson, master blender Whyte & Mackay; Randy Hudson, Triple Eight Distillery; Gordon Motion, master blender Edrington; Seiichi Koshimizu, chief blender Suntory; John Ramsay, master blender retired; Billy Leighton, master blender Irish Distillers; Caroline Martin, master blender Diageo

## VODKA JUDGES



**Left to right:** Ian Wisniewski, journalist, broadcaster, specialist spirits writer; Alexander Zaytsev, Russian Alcohol Association; Claire Smith, head of spirit, creation & mixology Belvedere Vodka; Leonid Vladimirovich Gelibterman, International Centre of Wine & Gastronomy; Joanne Moore, master distiller G&J Greenall; Halvor Heuch, vice-president, spirits, Arcus; Markku Raittinen, master taster Finlandia Vodka; Alexey Zaytsev, director Prodexpo Russia

## LIQUEURS JUDGES



**Left to right:** Dawn Davies, spirits buyer for Selfridges; Isabel Graham-Yooll, spirits buyer for Milroy's of Soho and Jeroboams associate director; Patrick van Zuidam, master distiller and MD Zuidam Distillers; Elie-Arnaud Denoix, Vedrenne; Adeline Loizeau, Cognac quality manager Grand Marnier; Peter Hallgarten, spirits consultant; Adrian Subia, Diego Zamora Licores

## GIN JUDGES



**Left to right:** Lesley Gracie, new liquid development leader William Grant & Sons; Lucy Britner, World's 50 Best Bars editor; Patience Gould, freelance spirits writer; Desmond Payne, master distiller, Beefeater Gin; Charles Maxwell, Thames Distillers; Bernard Filliers, Filliers Graanstokerij NV

## TEQUILA JUDGES



**Left to right:** Rodrigo Alvarez, brand ambassador Navajo Joe; Tim Homewood, brand ambassador Cuervo Tequila; Matthias Lataille, brand ambassador Olmeca Altos; Carlos Londono, general manager Café Pacifico; Jon Anders Fjelstrud, manager El Camino in Soho; (not pictured) Jesse Estes, Ocho Tequila brand ambassador

## BRANDY JUDGES



**Left to right:** Pieter De Bod, general manager spirits & packaging KVV; Dr Caroline Snyman, business director Distell; Neil Mathieson, managing director Marussia Beverages; Rocio Osborne, Osborne; Louis Nomdedeu, spirits consultant; Simon Palmer, spirits consultant

## RUM JUDGES



**Left to right:** Patrick van Zuidam, master distiller and MD Zuidam Distillers; Will Lowe, wine & spirits educator; Carsten E Vlierboom, MD E&A Scheer; Dr Kirstie McCallum, global brand ambassador Burn Stewart Distillers; Steve Hoyles, technical lab & sensory manager, Chivas Brothers

## DESIGN & PACKAGING JUDGES



**Left to right:** Tim Croxson, chief operating officer Croxons; Neil Vestrini, creative director Cartils; Paul Foulkes-Arellano, client service director Seymourpowell; Simon Weston, Bamboo London

## MARKETING JUDGES



**Left to right:** Paul Foulkes-Arellano, client service director Seymourpowell; Nicky Forrest, Phipps PR; Louise Lynch, category planner Sainsbury's; Simon Weston, Bamboo London