

Mark Brown Industry News Update

Ultimate Beverage Challenge Announces 2014 Dates

Source: UBC
Oct 29th

Ultimate Spirits Challenge and Ultimate Wine Challenge Have Set the New Standard for International Beverage Competitions

Ultimate Beverage Challenge (UBC), the company that has set the platinum standard for modern beverage alcohol competitions since 2010, today announces the 2014 dates for its fifth annual Ultimate Spirits Challenge (USC) and Ultimate Wine Challenge (UWC):

Ultimate SPIRITS Challenge - March 10-14, 2014

- . Spirits are judged on their own merits against their peers. Top scoring brands are named in myriad categories such as Best Gin, Best Vodka, Best Rum, etc.
- . Entry forms available November 18, 2013; entry deadline is February 20, 2014
- . Entry fee - \$450 per individual spirit

Ultimate WINE Challenge - June 2-6, 2014

- . Wines are judged on their own merits against their peers. A top wine will be named for each varietal such as Best Pinot Noir, Best Riesling, Best Champagne, etc.
- . Entry forms available January 6, 2014; entry deadline is May 9, 2014
- . Entry fee - \$95 per individual wine

The UBC Challenges are open to all spirits and wines from around the world, even if the brand does not have a U.S. importer or distributor. All entries are rated on the easy-to-understand 100-point scale by panels of judges whose palates and spirits/wine knowledge are unrivaled in the industry. The top rated beverage in each category (whether gin, tequila, red blend or Riesling) receives the coveted Chairman's Trophy. Because UBC is aware of the marketing needs of wine and spirit brands in today's crowded marketplace, all brands that enter and receive 85 points and higher receive loads of free marketing support, including:

- . Tasting notes that clearly describe the attributes of the spirit or wine
- . Free and downloadable Challenge logos that provide eye-catching promotions for your brand
- . "Great Value" recognition for products that have a favorable value/price ratio
- . Handsome UBC certificates identifying your brands achievement in either USC or UWC
- . Icons and shelf-talkers to help promote your brands in off-premise settings

In addition, high scoring brands are included in the Ultimate Beverage Challenge and Beverage Media Guide that is distributed with the October issue of The Beverage Network Publications in the top 10 U.S. markets, reaching over 60,000 on- and off-premise wine and spirits buyers. More information about the Challenges can be found at www.ultimate-beverage.com: Why Enter the Challenges, How Judging Works, Past Challenge Results, Judges bios and much more.

ABOUT ULTIMATE BEVERAGE CHALLENGE

Ultimate Beverage Challenge (UBC) provides expert evaluation of wines and spirits for producers, importers and marketers through its two innovative annual competitions - Ultimate Spirits Challenge and Ultimate Wine Challenge. Based on exacting standards, expert judges and rigorous methodology, UBC raises the standards of spirits and wine evaluation and supplies ratings and accolades to help companies build their brands with buyers, both industry and consumer. UBC partners are F. Paul Pacult, Sue Woodley, David Talbot, and Sean Ludford. Challenge results from 2010, 2011, 2012 and 2013 and event photos, videos and press coverage can be found at www.ultimate-beverage.com.

Ultimate Beverage Challenge inquiries: info@ultimate-beverage.com or 1-347-878-6551

Facebook: www.facebook.com/UltimateBeverageChallenge

YouTube: www.youtube.com/user/ultimatebeverage