

2026 New York World Spirits Competition

(NYWSC)

The East Coast's Premier Spirits Competition

www.thetastingalliance.com

About the Competition

The **New York World Spirits Competition (NYWSC)** brings The Tasting Alliance's prestigious blind judging process to the East Coast. With a keen focus on regional market trends and consumer preferences, NYWSC serves as a premier platform for brands to gain industry recognition and credibility in one of the world's most influential spirits markets.

Judged by a panel of esteemed experts, this competition not only celebrates excellence in spirits but also provides brands with invaluable exposure to key trade professionals, distributors, and discerning consumers in the dynamic New York market. [The 2026 competition is officially open for entries.](#)

Why NYWSC Stands Out

East Coast Market Access New York is one of the world's most influential spirits markets. A NYWSC medal gives your brand direct credibility with the buyers, bars, and retailers that drive national trends.	Prestigious Blind Judging The same rigorous, impartial blind judging process The Tasting Alliance is known for globally — applied with a sharp focus on regional market dynamics and consumer preferences.
Trade-First Exposure Gain invaluable visibility with key trade professionals, distributors, and tastemakers who are actively shaping what gets stocked, poured, and featured across the East Coast.	Open to All Producers Established brands and emerging producers are both welcome — including products still in development. Quality alone determines success, regardless of brand size or distribution status.

Why Enter in 2026?

- ① **Validate quality** through elite blind judging by [esteemed trade professionals and industry experts](#).
- ② **Earn trusted medals** that influence purchase decisions among distributors, retailers, and on-premise accounts.
- ③ **Break into New York** — one of the most competitive and commercially powerful spirits markets in the world.
- ④ **Access winner tools** built to convert your recognition into real, measurable growth all year long.

Important Dates

- **Competition: August 2026**
- **Registration Deadline: August 7, 2026**
- **Samples Deadline: August 14, 2026**
- **Intl. Import Assistance Deadline: June 26, 2026**

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How Can We Help?

At The Tasting Alliance, a medal isn't just a badge — it's a business asset. We've built an entire ecosystem around helping medalists turn recognition into real, measurable growth. Here's what you unlock when you win:

Make Your Medal Visible	Put your win to work immediately with professional-grade award recognition tools — including bottle stickers and high-resolution medallion imagery ready for packaging, marketing materials, and point-of-sale displays. Every medalist receives our complimentary Marketing Toolkit — a practical, strategy-driven guide built specifically to help you promote your award, influence purchase decisions, and drive sales across retail, on-premise, and eCommerce channels.
Get in the Room	Medal winners receive exclusive invitations to media, trade, and consumer events that put your product directly in front of the buyers, press, and tastemakers who matter most. These aren't just events — they're opportunities to build relationships that move the needle.
Amplify Across Digital Channels	Gain promotional exposure across The Tasting Alliance's owned platforms, including email campaigns, social features, and digital spotlights extending your reach well beyond the competition itself.
Sell More Online	Break into or scale your eCommerce presence with complimentary onboarding and discounted white-label solutions through our partnership with Flaviar, one of the leading spirits eCommerce platforms. Your award deserves to be seen where consumers are shopping.
Making The Connections That Matter	Through Tasting Alliance Advisors , medalists have access to expert consulting across product development, brand strategy, talent recruitment, and market activation. Through our extensive partner network, medalists gain direct introductions to distributors, importers, retailers, and agencies actively looking for standout brands. Whether you're expanding into new markets or deepening existing trade relationships, we help get you connected.
Exclusive Industry Perks	As a medalist, you'll receive 10% off a DISCUS Craft Membership for your first year — connecting you to one of the most respected trade organizations in the beverage alcohol industry and the advocacy, resources, and networking that come with it. You'll also get your products in front of the United States Bartender's Guild (USBG) to further promote your medal win within the trade.
Get Featured. Get Noticed.	Top medalists have the opportunity to be featured in leading publications including Forbes, UPROXX, Food & Wine, The Daily Pour and more. Our media relationships create editorial pathways that put your brand in front of consumers, trade professionals, and industry influencers at scale.

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