



# 2026 San Francisco World Spirits Competition (SFWSC)



The San Francisco World Spirits Competition (SFWSC) stands as *one of the industry's most respected and commercially powerful* blind tasting events. Each year, thousands of brands vie for *medals that critically influence distributor confidence, secure retail placements, and foster consumer trust globally*. Our rigorous blind-tasting process, overseen by *top buyers, bartenders, educators, and spirits experts*, ensures impartial and meaningful recognition.

## Why SFWSC Stands Out

### Unmatched Credibility

*Strict blind-tasting protocols and elevated judging standards* ensure that SFWSC medals are truly meaningful and reflect exceptional quality.

### Trade-First Impact

*Distributors, retailers, and on-premise decision-makers* consistently leverage SFWSC results to inform their purchasing and stocking choices.

### Global Recognition

Achieving a medal at SFWSC unequivocally signals your brand's excellence on an international platform, *reaching discerning markets worldwide*.

### Real Commercial Lift

Medal-winning brands consistently report *stronger product placements, enhanced menu features, and a significant boost in sales momentum* throughout the year.

# Why Enter in 2026?

1

**Validate quality** through elite, unbiased judging by industry luminaries.

2

**Earn highly trusted medals** that directly influence critical buying decisions at all levels of the market.

3

**Achieve prominent visibility** on shelves, cutting through market clutter.

4

**Access comprehensive winner tools** designed to convert recognition into sustained revenue all year long.

## Results that Matter

3x

**Sales Growth**

Revenue tripled in 12 months.

3x

**Production Scale**

Capacity expanded to meet demand.



**Inbound Interest**

Distributors now seek Paddock.

## Important Dates

- Early Bird Pricing: \$450 per entry when you submit by December 31, 2025 (DISCOUNT CODE: CRAFT20)
- International Import Assistance Deadline: March 27, 2026
- Registration Deadline: April 24, 2026
- Sample Deadline: May 1, 2026

### ENTRY DETAILS



## Post-Competition Support: Visibility That Lasts All Year

*A win at SFWSC isn't just a moment; it's a year-round catalyst for growth. Medalists receive an array of tools and promotional opportunities to amplify their recognition:*

**Award Assets:** Official bottle stickers + high-res medallion/badge files for packaging, marketing, and POS.

**Marketing Toolkit:** Complimentary guide with proven tactics to promote wins and drive sales.

**Winner Promotion:** Features across The Tasting Alliance digital, social, and email platforms.

**Exclusive Events:** Invitations to media, trade, and consumer tastings spotlighting top winners.

**E-Commerce Growth:** Complimentary Flaviar onboarding + discounted white-label solutions.

**Industry Access:** Visibility and introductions to key distributors, importers, retailers, and agencies.

**Expert Consulting:** Optional support on strategy, product, activation, and growth via Tasting Alliance Advisors.

**Media Exposure:** PR opportunities with leading outlets like Forbes, Food & Wine, Men's Journal, VinePair, UPROXX, and more.