



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.

3

Achieve prominent visibility on shelves, cutting through market clutter.

2

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

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.

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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.