



The Tasting Alliance

Setting the global standard for excellence in beverage alcohol

The Tasting Alliance

For producers, our medals elevate brands to new levels of recognition and success.

For consumers, we are the trusted guide to the world's finest wine and spirits.



Best-of-Class Competitions

Industry's most respected
beverage competitions



Expert Judging

Rigorous evaluation by industry
professionals



Business Impact

Recognition driving awareness,
trust, and success

OUR MISSION

Elevating Excellence Across the Industry

Our mission is simple: **To elevate outstanding products, empower brands through credible recognition, and advance excellence across the global beverage industry.**

We believe awards should do more than sit on a shelf — they should open doors, tell stories, and drive real business impact.





Our Competition Portfolio

The Tasting Alliance produces and operates a range of leading beverage alcohol competitions, each designed to spotlight excellence within its category while upholding the highest standards of integrity and expertise.

Together, these competitions form a trusted ecosystem for brands at every stage — from emerging producers to global leaders.

Our Competitions at a Glance

10K+

Annual Entries

Across competitions

100+

Expert Judges

Reviewing submissions

100+

Product Categories

Evaluated across competitions

Our scale allows us to provide meaningful benchmarking, diverse perspectives, and trusted outcomes that resonate across the industry.

A Legacy of Growth and Industry Trust



Why Enter The Tasting Alliance Competitions?



- Trusted by Trade & Consumers**
Our reputation speaks for itself across the industry
- Expert-Led Judging**
Evaluated by respected industry professionals
- Scale, Rigor & Transparency**
Backed by proven methodology and credibility
- Growth-Oriented Support**
Designed to support brand storytelling and expansion

Standing Out in a Crowded Market

100,000+

Spirits Globally

creating a consistently increasing competitive market

Demand Differentiation

Industry headwinds make standing out critical.

Guide to Quality

Medals from The Tasting Alliance Competitions help consumers find trusted products.

Strategic Investment

A small cost for an outsized return.

New Opportunities

Build credibility and open new doors.

What Our Partners Say

"Considering one of the things we pride ourselves on at Total Wine & More is our selection, it's easy to imagine how overwhelming choosing a spirit can be when there are so many options on the shelf! A great award from such a recognized and respected spirits competition like the SFWSC makes a huge difference in helping our customers find something new that they know they can trust to be excellent."

— **Total Wine & More**

"We tell our clients that the San Francisco World Spirits Competition is the only one to enter, it's the pinnacle of spirits competitions."

— **Hunter PR**

"SFWSC is now the largest spirits competition in the world... Brands that win Best Of Class or Best In Show see a significant spike in their sales in the period following the competition, sometimes as much as a fivefold to tenfold increase."

— **Forbes**

What Our Medals Mean



Best of Class/Best in Show

The pinnacle within a category. Selected from Double Gold recipients for extraordinary craftsmanship, balance, and expression of category character.



Gold

Exceptional quality residing near the summit of achievement—a testament to unparalleled craftsmanship and excellence.



Platinum

A rare honor for spirits achieving Double Gold three consecutive years—reflecting unwavering commitment to excellence and timeless quality.



Silver

Outstanding qualities showcasing refinement, finesse, and delightful complexity that places them among the best examples of their kind.



Double Gold

Exclusively bestowed upon spirits that achieve Gold ratings from every judge. The epitome of distilling mastery and global achievement.



Bronze

Commercially sound and modestly attractive with no appreciable flaws—recognized as among the better examples of their category.

Built on Integrity and Expertise

Our competitions are judged through a rigorous, **blind tasting process** designed to ensure fairness, consistency, and credibility. Every product is evaluated solely on quality—free from branding, packaging, or reputation—by judges with deep industry experience and category expertise. Our judging panels are guided by distinguished **Head Judge, Jeffrey Morgenthaler**, supported by a roster of respected professionals including master distillers, sommeliers, buyers, educators, and industry veterans.

Past Notable Judges



Jeffrey Morgenthaler
Head Judge - SFWSC
Co-Owner, Pacific Standard



Colin Asare-Appiah
Trade Director Culture and
Lifestyle, Bacardi



Ivy Mix
Co-Founder, Speed Rack &
Co-Owner of Whoopsie
Daisy, Leyenda, & Fiasco!



Molly Horn
Mixologist & Spirits
Education Manager,
Total Wine & More



Toshio Ueno
Vice President &
Co-Founder,
Sake School of America

Success Stories from Award-Winning Brands

"Our big break came from the San Francisco World Spirits Competition. With less than \$1000 in the bank, we submitted our Blanco and won multiple awards, including Best Tequila of the Show! Suddenly, we had the attention of buyers everywhere, and that led to our first string of large order sales."

— **Michael Arbanas, Co-Founder of Nosotros Tequila**

"Winning the Tasting Alliance's World Spirits awards competition is a huge boost for our brand. There are a lot of competitions out there but none are as prestigious as the three from Tasting Alliance. Knowing that we won the top award in our category from all three competitions combined is a huge honor and something that we will hang our hat on for years to come."

— **Peg Leg Porker**

"Our brand enters the Tasting Alliance's San Francisco World Spirits Competition every year because it is not only the industry's highest honor, but we also get excellent service from the staff in the form of tasting notes, physical and digital medals, and extra brand exposure from the industry's eyeballs always focusing on the annual list of well-earned awards."

— **Brian Luftman, Co-Founder, Never Say Die Bourbon**

"To say winning the Double Gold for our Ben Milam Single Barrel Bourbon at the San Francisco World Spirits Competition rocked our world is an understatement. The award, for a small new distillery such as ours, changed everything: increased press coverage, increased awareness, increased distribution, AND increased sales."

— **Marsha Milam, Founder, Ben Milam Whiskey**

Success Stories from Award-Winning Brands

"As a new whiskey company that launched in 2020, winning top honors in two categories and several impressive medals at the SFWSC was critical for Blue Run Spirits. The third-party endorsement that the SFWSC provided Blue Run proved invaluable, helping to drive considerable interest and buzz in the whiskey community and beyond."

— **Mike Montgomery, CEO of Blue Run Spirits**

"The San Francisco World Spirits Competition is a critical next step for any producer who wants to earn recognition in the industry and with consumers. Winning a medal from this competition is a validation of your product's quality and can help you to stand out in a crowded marketplace."

— **Carlos Soto, Founder of Wahaka Mezcal**

"The San Francisco World Spirits Competition is the most prestigious spirits competition in the world. Winning a medal from this competition is a major achievement that can help to boost sales and brand awareness."

— **Christine Fagnan, CEO of Fagnan Distilling**

"We entered the NY 2024 competition, and were delighted to win medals for every expression in our range in the competition, including 2 Double Golds. We secured distribution in NY, NJ and CT afterwards – the validation of quality and taste appeal of the expressions was certainly a key part in that process."

Cian Quilty, Founder; The Sailor's Home Company



Support That Extends Beyond the Medal

Brands that win medals gain access to tools and opportunities designed to amplify their success and turn recognition into momentum.



Marketing & Promotional Assets

Professional tools to showcase your achievement across all channels



Industry Exposure

Storytelling platforms that amplify your brand's voice



Ongoing Opportunities

Beyond competitions, The Tasting Alliance creates opportunities for brands to gain visibility, tell their stories, and connect with key industry audiences through events and the Proof of Concept podcast.



Platforms That Elevate Winning Brands

Beyond competitions, The Tasting Alliance creates opportunities for brands to gain visibility, tell their stories, and connect with key industry audiences.

Tales of the Cocktail

Showcasing excellence at one of the industry's leading events. We feature curated Double Gold-winning products, placing top brands directly in front of industry leaders and influencers.

Top Shelf

A premium platform for standout brands. Highlights exceptional products through curated experiences such as speed networking, master classes, tasting rooms, and the awards gala.

Proof of Concept Podcast

Telling the stories behind award-winning brands. Explores journeys, challenges, and successes giving medalists a powerful storytelling platform beyond the competition.

Tasting Alliance Advisors (TAA)

Tasting Alliance Advisors offers strategic support tailored to beverage alcohol brands, including insights, positioning, and growth-focused guidance informed by industry expertise and competition data. By combining competition results with advisory services, brands gain a deeper understanding of how their products perform, and how to strategically leverage that performance in the marketplace.

Product Development

Guidance and insights to improve products, marketing, and overall business strategy. Market research, new product conception, re-engineering, and brand line expansions.

Brand Strategy

Fostering collaborations that transform distilleries into compelling brands. Brand ideation, story development, package design, content creation, and digital marketing.

Talent Recruitment

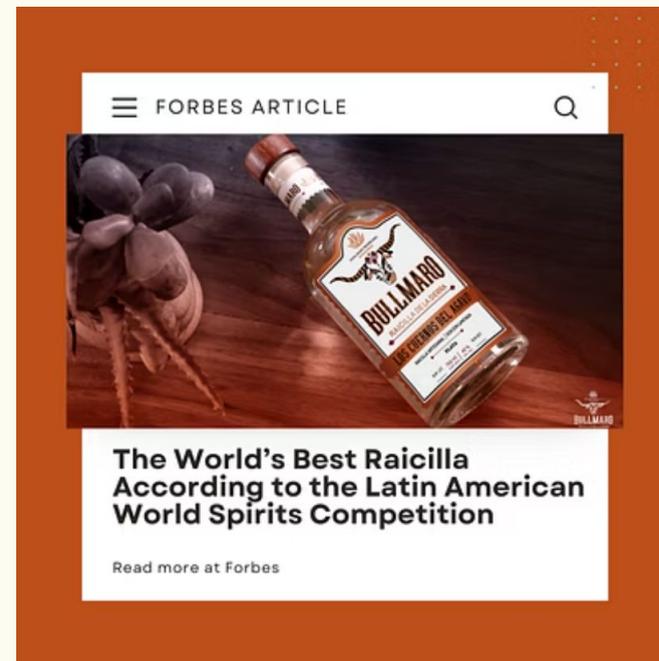
Helping brands identify and recruit exceptional professionals. Hiring consultation, salary analysis, candidate identification, and interview coordination.

Brand Activation

Conceptualization, creation, and execution of brand activations. Experiential builds, field collateral, and merchandise.

The Tasting Alliance in the News

The Tasting Alliance, along with medal winning brands, is regularly featured in industry publications and media, reinforcing our role as a trusted voice and authority within beverage alcohol.



Extending Reach Through Collaboration

Through our partner network, The Tasting Alliance reaches producers, buyers, distributors, and consumers across key global markets.

Park Street

Provides alcohol brands with streamlined regulatory compliance, freight and logistics, and importation services for secure and cost-effective product shipments.

DISCUS

The Distilled Spirits Council of the United States represents leading producers, by advocating for policies that expand market access.

Total Wine & More

America's largest independent retailer of fine wine and spirits. Double Gold medalists have exclusive chances to be featured in in-store experiences nationwide.

USBG

The United States Bartenders' Guild® unites bartenders and hospitality professionals, offering peer learning, expert instruction, and skills-based competitions.

Glencairn Crystal Studio

Known for fine glassware, Glencairn partners with us to provide official glassware for our competitions and events.

Flaviar

Winning brands gain opportunities to be featured on Flaviar's site and make their brand websites shoppable.

WSET

The Wine & Spirit Education Trust offers qualifications for beginners, professionals, and enthusiasts. A global leader providing impartial, high-quality education in wine and spirits.

MHW

MHW offers comprehensive services for alcoholic beverage brands, including import, distribution, and compliance solutions, facilitating market entry and growth in the US.

Let's Build What's Next

Join the world's leading beverage alcohol competitions

Whether you're launching, growing, or redefining your brand, The Tasting Alliance is your partner in recognition, credibility, and opportunity.

Get Started Today

Visit our website to learn more about our competitions and how to enter

Website: www.thetastingalliance.com

Connect With Us

Our team is ready to answer your questions and support your journey to recognition

Email: hello@thetastingalliance.com





APPENDIX



CASE STUDIES

How Recognition Translates Into Real-World Impact

Case Study

From Recognition to Trade Impact: Volcán de mi Tierra

The Challenge

Volcán de mi Tierra sought awards, recognition, and external validation to *resonate with trade while reinforcing its craft, additive-free positioning.*

- **Validate quality** through respected independent authority
- Transform recognition into **sell-in and storytelling asset**
- **Support distributor conversations** and listing decisions
- **Build long-term brand credibility** across priority markets

The Strategy

Integrated Activation

Medals featured in sales decks, trainings, and activations.

Trade-First Approach

Leveraged in distributor conversations.

Evergreen Asset

Supporting immediate and long-term positioning.

Case Study

From Recognition to Trade Impact: Volcán de mi

Performance & Impact



Velocity Lift

Increased rotation in key markets.



New Listings

Expanded premium placements.



Strong ROI

High returns vs. investment.



Trade Credibility

Stronger competitive positioning

Results & Learnings

- Awards deliver greatest value when **strategically activated**.
- Impact strongest within **trade education and sell-in environments**.
- Consistency across expressions **reinforces quality commitment**.

When integrated thoughtfully, competitions provide meaningful credibility, strong trade relevance, and lasting value well beyond the awards themselves.

Case Study

How Recognition from The Tasting Alliance Helped Paddock Spirits Triple Sales in One Year

The Challenge

- **Limited Resources:** Struggled against well-funded competitors without major funding.
- **Market Saturation:** Difficult to secure meetings with buyers and distributors.
- **Credibility Gap:** Lacked third-party validation for trust with distributors and retailers.
- **Distribution Barriers:** Significant hurdles in accessing and expanding distribution.

The Result

Recognition from The Tasting Alliance boosted Paddock Cocktails' credibility and opened new distribution channels.

3x

Sales Growth

Revenue tripled in 12 months.

3x

Production Scale

Capacity expanded to meet demand.



Inbound Interest

Distributors now seek Paddock.