

2010

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International Spirits Challenge



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Making it all happen

There are probably brands in here you've never heard of. There are certainly ones we had never heard of. The greatest thing about the International Spirits Challenge is the stream of fantastic quality spirits from all over the world, including vodkas from Mongolia, whiskies from Holland, Taiwan and South Africa, Norwegian aquavit and liqueurs from Italy.

The level and quality of entries is a testament to an industry that prides itself on craftsmanship the world over.

Every spirit is tasted blind and judges are chosen for their industry knowledge and tasting expertise. Judges also hail from around the globe, to ensure international products are assessed by international palates. Walking around the judging rooms, you can expect to hear conversations in Russian, French, Japanese, Spanish and, of course, English.

On the whisk(e)y panel, chairman John Ramsay, recently retired Edrington Group master blender, was joined by Tetsuji Hisamitsu, chief blender at Nikka Whisky Distilling Co and Jimmy Russell master blender for Wild Turkey, to name but a few. Then there's Beefeater master distiller Desmond Payne for gin, vodka et al, Grand Marnier cognac quality manager Adeline Loizeau for liqueurs and specialities and Olivier Paultes, maître de chai, Cognac Frapin, for brandy.

I really don't think the ISC makes a big enough song and dance about its judges. We are honoured that so many of them have given their names to the competition for so long.

So from the International Spirits Challenge and *Drinks International* magazine, thanks. We couldn't do it without you.

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Drinks
INTERNATIONAL

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Diary dates for International Spirits Challenge 2011

Friday February 25 – Gin, Liqueurs, Specialities

Friday April 1 – Vodka, Tequila, Other White Spirits

Friday April 29 – Whiskies of the World

Friday May 27 – Brandy, including Cognac, Armagnac

Friday June 10 – Design & Packaging

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Outstanding contribution

Jimmy Russell – master distiller, Wild Turkey



In 1954, Elvis Presley began his music career. Marilyn Monroe married Joe DiMaggio and rationing finally ended in the UK. Roger Bannister ran a mile in under four minutes, gasoline was 22 cents a gallon and Jimmy Russell started work at the Wild Turkey distillery in Lawrenceburg, Kentucky.

Elvis has long since hung up his blue suede shoes and Bannister is no longer in the running, but Jimmy Russell still makes Wild Turkey.

The 82-year-old became master distiller in 1967 and held the job for 43 years. When Russell started, the distillery had four storage buildings – it now has 26.

His son Eddie has been working with him for 29 years and Russell recently handed him the reins, joking in an interview with *Drinks International*: “He’s ready for the job.” But Russell isn’t taking it easy – he still turns up at the distillery most days.

“I go to the distillery five or six times a week,” he says. “It doesn’t feel like work. It’s a great life.”

In 2005, Russell launched a namesake whiskey – Russell’s Reserve. It’s a small batch whiskey that is aged for 10 years. “We call it the perfect 10,” he says.

Russell still travels the world, flying the flag for Wild Turkey, and he has become an industry legend.

Best of the best

2010 has been a great year for the International Spirits Challenge and we are pleased to honour the greatest spirits, distillers and retailers in the world

Excellence in craftsmanship

ABK6



The Excellence in Craftsmanship award celebrates smaller companies which have done exceptionally well with the number of brands they own.

This year’s award goes to cognac producer ABK6. The company owns three brands – ABK6, Leyrat and Le Réviseur – with various expressions under each brand.

Compared with the giant multinationals, ABK6 is a relatively small operation, yet the Cognac-based company held its own in the medals table, taking gongs for all three of its brands.

ABK6 took golds for its ABK6 VS Pure Single, VSOP Grand Cru and for its Leyrat Glory Extra.

The company calls its Glory Extra a “secret” because the cognac was found in a group of barrels that lay forgotten in the Paradise Cellar of the Leyrat Estate. There was no documentation as to when the drink was distilled and ABK6 believes it to be at least 40 years old. The alcohol in the barrels was naturally reduced to 45% abv and the cognac is said to be remarkably fresh for its age.

Of the ABK6-branded range, VS Pure Single and VSOP Grand Cru took gold medals. ABK6 XO Family Reserve and the company’s Le Réviseur took silver medals. Le Réviseur is produced in the Petite Champagne region and is well known in Scandinavia and eastern Europe.

ABK6 is based at Domaine de Chez Maillard, which sits at the heart of 90ha of vineyard.



Supreme Champion Spirit & Distiller of the Year

The Yamazaki Single Malt Whisky 1984/Suntory



In the words of Bill Murray in the 2003 film *Lost in Translation*: "Make it Suntory time."

It's a rarity for the supreme champion and its parent distiller to take the top two trophies in the ISC. This year Japanese distiller Suntory has been hailed distiller of the year and its vintage whisky, The Yamazaki Single Malt 1984 has been named supreme champion by our chairmen. Designed to show consistent excellence across large portfolios, the Distiller of the Year is scored on a weighted points system.

The distillery

In 1923, Suntory's founder Shinjiro Torii began constructing Japan's first whisky distillery in Yamazaki in the outskirts of Kyoto. According to Suntory, the district is now recognised as the "birthplace of Japanese whisky".

The benefits of the distillery's location include a good water supply, diverse climate and high humidity, which helps with maturation. According to Suntory, its Yamazaki is the most popular single malt in Japan and is available in 25 countries.

In 1973, Suntory built another distillery in Hakushu at the foot of Mount Kaikomagatake in the Southern Japan Alps.

The whisky

The Yamazaki 1984 was launched in 2009 to mark the 110th anniversary of Suntory and the 25th anniversary of the Yamazaki brand. 1984 has been aged in Japanese mizunara casks and Suntory only made 2500 bottles.

This also marks the eighth consecutive year of awards for Suntory whisky at the International Spirits Challenge.

Whisky writer Gavin D Smith says: "This expression offers a sweet 'Christmas cake' nose, with vanilla, spice and sherry, stewed fruits and a hint of bitter chocolate. It is sophisticated, smooth and insinuating on the palate, with leather and spicy fruit. Dark chocolate and liquorice sticks feature in the lengthy, satisfying, mildly oaky finish."



The ISC Spirits Retailer Awards

It's easy to fill shelves with bottles – there are more than enough brands in the world. But there's a real art to creating a spirits section that not only provides customers with what they want, but also with things they didn't even know they wanted. This is the second year of the Retailer Awards and nominations in three categories were put forward by producers entering the competition and by the ISC judges. Winners were elected by the ISC chairmen.

UK Multiple Spirits Retailer of the Year



Waitrose

Winner: Waitrose
Nominated: Wine Rack, Sainsbury's, Tesco

UK Independent Spirits Retailer of the Year



SELF RIDGES & CO

Winner: Selfridges
Nominated: Harrods, Milroy's of Soho, Loch Fyne Whiskies

International Spirits Retailer of the Year



world duty free

Winner: World Duty Free – World of Whiskies
Nominated: Air Rianta International (Duty Free & Travel Retail); Super Quinn Ireland, Dan Murphy's (Australia)

Scotch Whisky

GOLD

Single malts

Aberlour 18 Year Old, 16 Year Old Double Cask Matured

- Chivas Brothers

Dalmore 40 Year Old, 1974

- Whyte & Mackay

Glenfiddich 40 Year Old, 12 Year Old, 18 Year Old

- William Grant & Sons

Glenmorangie Nectar D'Or, Sonnalta PX

- The Glenmorangie Company

Old Pulteney 12 Year Old

- International Beverage

The Glenlivet 12 Year Old First Fill, Tomintoul Speyside Glenlivet Aged 16 Years

- Angus Dundee Distillers

Single grain scotch

Invergordon Grain 1973

- Whyte & Mackay

Scotch blended malts

Matisse 12 Year Old

- Matisse Spirits Company

Monkey Shoulder

- William Grant & Sons

Scotch blends

Ballantine's 17 Year Old

- Chivas Brothers

Grant's Sherry Cask, 18 Year Old

- William Grant & Sons

Highland Black Blended Scotch

- Aldi

The Black Grouse

- The Edrington Group

The Grand Bark Equinox

- Symposion International AB

Whyte & Mackay 30 Year Old, 40 Year Old, 19 Year Old

- Whyte & Mackay

Islay malts

Caol Ila Distillers Edition

Lagavulin 16 Year Old & Distillers Edition

- Diageo



TROPHY

Whyte & Mackay 30 Year Old



TROPHY

Glenfiddich 40 Year Old





Scotch Whisky

SILVER

Single malts

Jura Prophecy, Fettercairn 24 Year Old
 Dalmore Gran Reserva, Mackenzie, King
 Alexander III, 15 Year Old, Tesco Highland Malt
 - Whyte & Mackay
 The Balvenie Golden Cask, Madeira Cask, Cuban
 Selection, Single Barrel, Signature (Batch 3),
 Portwood 21 Year Old, Glenfiddich 15 Year Old,
 30 Year Old, Rich Oak
 - William Grant & Sons
 Aberlour 10 Year Old, 12 Year Old Double
 Cask Matured, A'Bunadh, Scapa 16 Year Old,
 Strathisla 12 Year Old, The Glenlivet 12 Year
 Old, 15 Year Old French Oak Reserve, 18 Year
 Old, 21 Year Old, 25 Year Old & Nadurra Cask
 Strength
 - Chivas Brothers
 The Singleton of Glendullan 12 Year Old,
 Cardhu, Cragganmore Distillers Edition,
 Oban Distillers Edition, Talisker 57 North,
 Distillers Edition, 10 Year Old, Royal
 Lochnagar Distillers Edition, The Singleton
 of Glen Ord, Dalwhinnie Distillers Edition,
 Glenkinchie & Distillers Edition, Clynelish &
 Distillers Edition
 - Diageo
 Glenmorangie Original, Glenmorangie Lasanta,
 Glenmorangie Astar
 - The Glenmorangie Company
 The Glenrothes Alba Reserve
 - BB&R Spirits
 Aberfeldy 12 Year Old & 21 Year Old
 - John Dewar & Sons
 Glenfarclas
 - J&G Grant
 Glencadam Highland Aged 10 Years, Tomintoul
 Speyside Glenlivet Aged 33 Years
 - Angus Dundee Distillers
 Ancnoc 12 Year Old, Old Pulteney 17 Year
 Old & 21 Year Old, Balblair 1997, 1990,
 1978
 - International Beverage
 The Glenrothes Vintage 1998
 - BB&R Spirits
 Deanston 12 Year Old
 - Burn Stewart Distillers
 Matisse 19 Year Old
 - Matisse Spirits Company
 Highland Park 12 Year Old, 15 Year Old, 18 Year
 Old, Hjarta
 - The Edrington Group
 Sainsbury's Taste the Difference 12 Year Old
 Highland Malt
 - Ian Macleod Distillers
 Ben Bracken Single Malt
 - Lidl

Scotch blended malts

Glen Orchy Pure Malt Scotch Whisky
 - Lidl



SILVER

Scotch blends

Whyte & Mackay Special, Co-op
 Premium Blend, Tesco Finest 12
 Year Old Blend
 - Whyte & Mackay
 Grant's Family Reserve, Grant's
 Ale Cask, Grant's 25 Year Old
 - William Grant & Sons
 Ballantine's 12 Year Old, 21 Year
 Old, 30 Year Old, Finest
 Chivas Regal 12, 18 Year Old
 Royal Salute, The 100 Cask
 Selection
 - Chivas Brothers
 Johnnie Walker Red Label, Black
 Label, Gold Label, Blue Label,
 Double Black
 - Diageo
 James Martin's 20 Year Old, 30
 Year Old - The Glenmorangie
 Company
 Hunter's Glen 8 Year Old
 - Lidl
 Royal & Ancient
 - Cockburn & Campbell
 Hedges & Butler Blended Scotch
 - Ian Macleod Distillers

Scottish Leader Supreme, Standard, 12 Year Old

- Burn Stewart Distillers
 Matisse 12 Year Old Blended, 21
 Year Old Blended
 - Matisse Spirits Company
 Dewar's 12 Year Old Special
 Reserve, 18 Year Old Founders
 Reserve, Signature
 - John Dewar & Sons
 Royal & Ancient 28 Year Old
 - Cockburn & Campbell

Blended grain scotch

The Snow Grouse - The
 Edrington Group

Islay malts

Ardbeg Blasda, Uigeadail,
 Corryvreckan
 - The Glenmorangie Company
 Bunnahabhain 12 Year Old, 18
 Year Old
 - Burn Stewart Distillers
 Sainsbury's Taste the Difference
 12 Year Old Islay Single Malt
 - Ian Macleod Distillers



BRONZE

Single malts

Tobermory 10 Year Old,
Ledaig 10 Year Old, Isle of Mull,
Deanston 12 Year Old Un-chill Filtered
 – Burn Stewart Distillers
Glengoyne 10 Year Old Highland,
Sainsbury's Taste the Difference 12
Year Old Speyside
 – Ian Macleod Distillers
Jura Superstition, 16 Year Old,
Boutique Barrels; Co-op 12 Year Old
Highland Malt, Tesco Speyside Malt &
Highland Malt
Dalmore 12 Year Old & 1980
 – Whyte & Mackay
Longmorn 16 Year Old
 – Chivas Brothers
Benromach 10 Year Old Speyside
 – Gordon & MacPhail
Royal Lochnagar, Cragganmore 12
Year Old, The Singleton of Dufftown
15 Year Old, Dalwhinnie 15 Year Old,
Oban 14 Year Old

– Diageo

The Balvenie Doublewood,
Glenfiddich 21 Year Old

– William Grant & Sons

Glenmorangie Quinta Ruban, 18 Year
Old, Signet, Quarter Century

– The Glenmorangie Company

Matisse 15 Year Old Highland

– Matisse Spirits Company

The Glenrothes Vintage 1988

– BB&R Spirits

Ancnoc 16 Year Old

– International Beverage

Glencadam Highland Aged 15 Years

– Angus Dundee Distillers

Balblair 1989

– International Beverage

Tomatin 21 Year Old

– Tomatin Distillery Co

Master of Malt Bowmore 26 Year Old

– Master of Malt

Ben Nevis 25 Year Old Cask Strength

– Ben Nevis Distillery

Ben Bracken 12 Year Old Pure Malt

– Lidl

Scotch blended malts

Usquaebach 15 Year Old

– Whyte & Mackay

Islay Malts

Bunnahabhain 12 Year Old, 25 Year
Old, Toiteach

– Burn Stewart Distillers

Ardbeg 10 Year Old

– The Glenmorangie Company



BRONZE

Scotch blends

Grant's 12 Year Old

– William Grant & Sons

Windsor

– Diageo

Ballantine's Limited

– Chivas Brothers

Whyte & Mackay 13 Year Old,
Co-op Finest Scotch Whisky,
Tesco Special Reserve, Asda Scotch

– Whyte & Mackay

Kenmore Blended, Black Bottle

– Burn Stewart Distillers

Dewar's White Label,

William Lawson's Finest Blend & 12
Year Old Scottish Gold

– John Dewar & Sons

Bailie Nicol Jarvie

– The Glenmorangie Company

Hankey Bannister Original, 12 Year Old
Regency, Partners Reserve

– International Beverage

Label 5 Classic Black

– La Martiniquaise

Matisse Old Blended

– Matisse Spirits Company

Sainsbury's Taste the Difference 8 Year
Old, Langs Supreme Blended

– Ian Macleod Distillers

Highland Earl Blended

– Aldi c/o Weber Shandwick

Queen Margot 3 Year Old,
Hunter's Glen 8 Year Old

– Lidl



COMMENDED

Single malts

The Singleton of Dufftown
12 Year Old

– Diageo

Glen Turner 18 Year Old

– La Martiniquaise

Scotch blends

Jacobite

– Booker

Label 5 12 Year Old

– La Martiniquaise

Islay malts

Ardbeg Supernova 2010

– The Glenmorangie Company





GOLD

Irish blends

Midleton Very Rare

– Irish Distillers

Jameson 18 Year Old Limited Reserve

– Irish Distillers

Bushmills 1608

– Diageo

Jameson Rarest Vintage Reserve

– Irish Distillers

Irish single malts/pot stills

Bushmills 16 Year Old Single Malt

– Diageo

Redbreast 15

– Irish Distillers



SILVER

Irish blends

Writer's Tears, The

Irishman Rare Cask

Strength – Hot Irishman

Tullamore Dew 10 Year Old Reserve,

Tullamore Dew Black

– William Grant & Sons

Danny Boy Premium Irish Whiskey

– Danny Boy

Powers 12 Year Old,

Jameson, Jameson 12 Year Old Special Reserve, Gold Reserve

– Irish Distillers

Bushmills Black Bush – Diageo



Irish single malts/pot stills

Danny Boy 15 Year Old Irish Malt

– Danny Boy

Greenspot

– Irish Distillers

Tyconnell Single Malt, 10 Year Old

Single Malt Madeira Finish, 10 Year

Old Single Malt Port Finish, Dunleire 8

Year Old Single Malt, Slieve Foy 8 Year

Old Single Malt, Connemara Peated Single Malt

– Cooley Distillery

Bushmills 21 Year Old Single Malt

– Diageo

Irish grain whiskies

Greenore 8 Year Old Single Grain

– Cooley Distillery

BRONZE-

Irish blends

Bushmills Original

– Diageo

Powers Gold Label

– Irish Distillers

Delaneys Irish Whiskey, Dundalga,

Kilbeggan 15 Year Old Deluxe Blend,

Morrisons Irish Whiskey, Avoca Irish

Whiskey

– Cooley Distillery

Tullamore Dew Irish Whiskey, 12 Year Old Reserve

– William Grant & Sons

Irish single malts/pot stills

Bushmills 10 Year Old Single Malt

– Diageo

Connemara Peated Single Malt 12 Year

Old, Peated Single Malt Sherry Finish,

Peated Single Malt Cask Strength

– Cooley Distillery



COMMENDED

Irish blends

Kilbeggan Finest Blend

– Cooley Distillery

Jameson Signature Reserve

– Irish Distillers



GOLD

Rum - white

Elements 8

Platinum

- Elements 8

Island Magic Superior White

Booker

Tøz White Gold

- St Lucia Distillers

Rum - barrel aged gold/dark

Red Heart

- Pernod Ricard South Africa

Rum - spiced

Chairman's Reserve Spiced

- St Lucia Distillers

Elements 8 Barrel Infused

Spiced

- Elements 8



TROPHY

Chairman's Reserve Spiced Rum



BRONZE

Rum - white

Asda Carta Blanca

- Bardinet

Old Hopking White - Aldi

Sainsbury's Superior White

- Sainsbury's

Rum - barrel aged gold/dark

Angostura 7 Year Old,

Angostura 1919, Angostura

1824 - Angostura

Bacardi Gold, Bacardi

Reserva Limitada, Bacardi

Solera - Bacardi

Chairman's Reserve - St Lucia Distillers

Elements 8 Gold - Elements 8

Havana Club Añejo 15 Years

- Havana Club International

James Cook Genuine

Overseas Rum - Lidl

Mount Gay Eclipse - Rémy

Cointreau

Sainsbury's Superior Dark

- Sainsbury's

Santa Teresa 1796 - Ron

Santa Teresa

Rhum agricole

Neisson Extra Vieux -

Distillerie Neisson

Cachaça

Cachaça Reserva 51 -

Companhia Müller de Bebidas

Leblon - Leblon Cachaça

Cane spirit/other

Mainstay - Distell

Mekhong - International Beverage

Umlambo Cane Spirit

- Robinson Liquors

Ypioca Aguardente de Cana 6

Year Old - Grupo Ypioca



SILVER

Rum - white

Angostura Reserva

- Angostura

Santa Teresa Claro

- Ron Santa Teresa

Rum - barrel aged gold/dark

Admiral Rodney

- St Lucia Distillers

Angostura 5 Year Old

- Angostura

Dos Maderas PX 5+5

- Williams & Humbert

Mount Gay XO

- Rémy Cointreau

Santiago de Cuba Extra

Añejo 20

- Compagnie de Guyenne

Rum - spiced

Sailor Jerry

- William Grant & Sons

Rhum agricole

Neisson Blanc 50

Neisson Reserve Spéciale

- Distillerie Neisson

Saint James Royal Ambre

- La Martiniquaise

Cachaça

Cachaça Fazenda Soledade

- Fazenda Soledade



COMMENDED

Rum - white

Havana Club Añejo 3 Años

- Havana Club International

Rum - barrel aged gold/dark

Bacardi Añejo

- Bacardi

Cane Trader Dark

- Booker

Dos Maderas 5+3

- Williams & Humbert

Old Hopking Dark

- Aldi

Plantation 5 Years

Barbados

- Cognac Ferrand

Rogue Dark

- Rogue Spirits

Santa Teresa Añejo Gran

Reserva

Santa Teresa Selecto

- Ron Santa Teresa

Santiago de Cuba Añejo

- Compagnie de Guyenne

Rum - spiced

Lamb's Spiced

- Corby Distilleries



Trophy Winners

Whiskies of the World The Yamazaki Single Malt 1984

Suntory Liquor's Yamazaki 1984 was released in 2009 to commemorate the 25th anniversary of the Yamazaki brand.

The whisky scooped a gold medal in the 2009 competition and has returned this year to take the trophy.

Yamazaki 1984 is made from carefully selected malt whiskies distilled and laid to age in 1984. The liquid is blended mainly from whisky aged in mizunara casks. According to Suntory, this imparts what has come to be prized as an "Asian" fragrance, distinctive in Japanese whisky. Yamazaki 1984 has a suggested retail price of 100,000 yen (£776) for 70cl.



Scotch Blends Whyte & Mackay 30 Year Old

This is the second year in a row that Whyte & Mackay has taken the trophy for its 30 Year Old.

According to master distiller Richard Paterson, at least 25 single malts and six single grains make up this blend.

Whiskies aged between 30 and 36 years are married for 18 months then finished in oloroso sherry butts.

Paterson says the influence for the 30 Year Old comes from the "charm and elegance" and "warmth and sensuality" of the Highland and Speyside regions.

He says it is best consumed with good Colombian coffee and dark chocolates of 86% cocoa solids. It should also be held in the mouth for around 30 seconds to allow the complexity to be revealed.



Single Malt Glenfiddich 40 Year Old

Matured in oak casks for at least 40 years, this single malt from William Grant & Sons was selected by Glenfiddich's craftsmen and added to the remnant of the previous year's vatting to impart depth of flavour.

According to the company, the nose of the Glenfiddich 40 Year Old is rich with layers of dried fruits, dark chocolate, roasted coffee and ripe black cherries, with occasional notes of gentle wood smoke, polished leather and cloves.

The taste is said to be silky smooth with initial flavours of intense dried fruits, Christmas cake, dates, raisins and stewed apples which are later taken over by dryish oak and some bitter chocolate notes with a hint of peat.

Glenfiddich 40 Year Old has an abv of 45.8% and retails at £1,700 per bottle.



Vodka Wodka Zoladkowa Gorzka Na Trawie Zubrowej

Stock Spirits launched the bison grass variant of its Wodka Zoladkowa Gorzka brand in October 2009.

Stock purchases bison grass from a "selected supplier" in north east Poland's Puszcza Bialowieska - the Bialowieza national park. The Bialowieza region (which is part in Poland and part in Belarus) is the last remaining area of Europe where European bison still roam - and the only place in Poland where European bison grass grows wild.

Zoladkowa Bison Grass is produced using the traditional process, which includes macerating bison grass in spirit then maturing the liquid in barrels before bottling.

According to Stock, the Wodka Zoladkowa Gorzka range is the number one flavoured vodka brand in Poland.



Liqueurs Green Chartreuse

According to Chartreuse, Green Chartreuse is the only liqueur in the world with a completely natural green colour.

The drink is made by Chartreuse monks and it is said only two of them know the blend of 130 plants and flowers used to make the 55% abv liqueur and its yellow sibling.



Brandy/Cognac Van Ryn's 15 Year Old Fine Cask Reserve

This is the third consecutive year that Van Ryn, part of the mighty Distell Group, has taken a trophy in the International Spirits Challenge. In 2008, the company picked up the gong for its Distillers Reserve 12 Year Old. In 2009, the trophy went again to the 12 Year Old.

Van Ryn uses Chenin Blanc and Colombard grapes to make its brandy and the company also uses copper pot stills and French oak barrels.



Frapin Multimilléme No 3 Grande Champagne

This is a cognac made from three vintage years - 1982, 1983 and 1986. The youngest has aged for 23 years in Limousin oak barrels. The product is bottled at 41.5%.



Rum Chairman's Reserve Spiced

Chairman's Reserve Spiced is the latest addition to the St Lucia Distillers range of rums.

According to UK importer Emporia Brands, the rum is based on the same blend of aged pot and column still rums used to make Chairman's Reserve Rum. It is then infused with several "authentic Caribbean spices", including cinnamon, clove, nutmeg, vanilla, coconut, allspice, lemon and orange, as well as *richeria grandis*, the bark of which is known locally as "bois bandé".



Design & Packaging The Kraken

The Kraken Black Spiced Rum bottle was created by international design agency Stranger & Stranger. The drink is so called because legend has it that one of the largest shipments of rum to leave the Caribbean islands never reached its destination. Stories were plentiful and the boat was said to have been attacked by a Kraken – a giant sea monster that looks like an octopus.

Kevin Shaw, founder and creative director of Stranger & Stranger, says: "The spiced rum market is dominated by one mainstream brand and there was a real opportunity to create a product with a little more attitude to target the younger sector of this growing market. The king of the seas is the mythical Kraken which has been brought into the vernacular by Johnny Depp's pirate movie franchise. It lends itself well to the old engraving styles and the same era inspired the bespoke loop-necked bottle."



The Paulsen Collection Cognac

Stranger & Stranger was also behind the design of the cognac Paulsen Collection.

Kevin Shaw, founder and creative director at Stranger & Stranger, says of the packaging: "Our client, Frederick Paulsen, is a famous geographer and has organised and led many expeditions, including the first manned descent to the seabed of the North Pole."

"The Paulsen Collection celebrates his other passion for discovering the finest local distillations and this first batch includes everything from Scottish malt to Georgian chacha."

"They are signed and hand numbered in identical rectangular glass bottles that all fit together on the collector's shelf."



Best in Class

Gin Finsbury Platinum Gin

Finsbury London Dry Gin from Borco International comes in two styles – the classic Finsbury premium gin at 37.5% and the so-called ultra-premium Finsbury Platinum at 47%. Finsbury Platinum was pronounced Best In Category by this year's judges.

The recipe is said to date back to 1740 and the gin is six times distilled in copper kettles. Borco aims Finsbury Platinum at restaurants and more ambitious bartenders. The company says that, due to its higher alcohol content, the gin works very well in long drinks and cocktails.

Finsbury Gin has been owned by Hamburg-based Borco since the early 1990s. The Borco portfolio includes Fernet Branca, Disaronno Amaretto and Champagne Lanson in Germany.



Other White Spirits Hammer Ulagret Aquavit

Hammer Ulagret Aquavit is described as "a classic caraway aquavit". Ulagret means "not cask matured" in Norwegian which is what makes Hammer Ulagret different from other Arcus aquavits.

Botanicals include plain caraway, citrus and coriander.

Brand manager Øystein Gogstad-Andersen says: "Given that this is not a cask matured aquavit it should be enjoyed chilled."

"Enjoy Hammer Ulagret Aquavit with grilled fish, shrimp with lemon and mayonnaise, white meat, grilled pork chops and potato salad."

The product has been available in Norway since 2009 and retails at 279.90 Norwegian kroner (approximately £30) for 70cl.



Tequila Sierra Tequila Reposado

Sierra Tequila Reposado is described by owner Borco as "a pale golden, exquisite and especially smooth, mild tequila". It is aged in casks to develop its warm colour and full flavour.

Sierra Tequila Reposado comes in a distinctive Sierra bottle with the famous golden sombrero cap. Borco suggests serving Sierra Tequila Reposado neat with cinnamon and orange, with beer or as an ingredient in long drinks.

Other Sierra brands include Silver – a 38% clear tequila – and 40% abv premium aged Antiguo.



GOLD

Cognac

ABK6 VS Pure Single,
ABK6 VSOP Grand Cru,
Leyrat Glory Extra
- ABK6 Cognac

Frapin Multimillétime No 3 Grande
Champagne

- Cognac Frapin

Distillerie des Saules Borderies,
Distillerie les Magnolias Grand
Champagne

- Cognac Louis Royer

Armagnac

Janneau 25 Year Old Double Distilled
- Giovineti Partners

Brandy - South Africa

KWV 20 Year Old Potstill Brandy
- KWV

Mellow-wood Brandy

Van Ryn's 10 Year Old Vintage, Van
Ryn's 15 Year Old Fine Cask Reserve
- Distell



TROPHY

Van Ryn's 15 Year Old Fine
Cask Reserve



TROPHY

Frapin Multimillétime No 3
Grande Champagne



SILVER

Cognac

ABK6 XO Family Reserve,
Le Reviseur

- ABK6 Cognac

Bache-Gabrielsen Hors d'Age

- Bache-Gabrielsen

Otard VSOP

- Château de Cognac

Séraphin VS

- Cognac Camus

Francois Voyer XO Gold

- Francois Voyer



Armagnac

Janneau 8 Year Old Double Distilled,
Janneau 12 Year Old Double Distilled,
Janneau 18 Year Old Double Distilled

- Giovineti Partners

Calvados

Père Magloire VSOP Pays
d'Auge

- Debrise-Dulac & Cie

Brandy - France

Grand Empereur Varietal
French Brandy

- Cognac De Luze

Brandy - Spain

Gran Duque de Alba XO

- Williams & Humbert

Brandy - South Africa

Klipdrift Export, Oude Meester Reserve
12 Year Old, Oude Meester VSOP,
Richelieu

- Distell

Uitkyk Grand Reserve

- Cape Legends

Grappa

Grappa di Traminer

- Pilzer Distilleria

Brandy

BRONZE

Brandy - France

St-Rémy Authentic French Brandy VSOP

- Rémy Cointreau

Brandy - Spain

Alma de Magno

- Osborne

Gran Duque de Alba Oro

- Williams & Humbert

Brandy - South Africa

Klipdrift Gold, Klipdrift Premium, Oude Meester Souverein 18 Year Old, Van Ryn's 12 Year Old Distillers Reserve

- Distell

Wellington Signature Brandy

- Edward Snell & Co

KWV 10 Year old Potstill Brandy, KWV 15 Year old

Potstill Brandy, KWV Laborie

Alambic

- KWV

Grappa

Grappa di Moscato Giallo,



Grappa di Nosiola

- Pilzer Distilleria

Cognac

Bonaparte VS

- Arcus

Dupuy XO Tentation

- Bache-Gabrielsen

Francois Voyer Extra

- Francois Voyer

Distillerie Chantal Bons Bois,

Distillerie de l'Ecole Très

Vieux, Louis Royer Extra

Grande Champagne, Louis

Royer VSOP Preference

- Cognac Louis Royer

Rémy Martin Coeur de Cognac

- Rémy Cointreau

Armagnac

Janneau VSOP

- Giovinetti Partners

Marquis de Montesquiou

Cuvée Louis 1er

- Pernod Ricard

Calvados

Père Magloire XO Pays d'Auge

- Debrise-Dulac & Cie



COMMENDED

Cognac

Bonaparte VSOP

- Arcus

Bisquit VS Classique,

Bisquit VSOP Fine

Champagne, Bisquit XO Fine

Champagne

- Bisquit Dubouche & Cie

Otard VS, Otard XO

- Château de Cognac

Camus VS Elegance,

Camus VSOP Elegance,

Camus XO Borderies,

Camus XO Elegance,

Séraphin XO

- Cognac Camus

De Luze Alfred, De Luze

VSOP

- Cognac De Luze

Pierre Ferrand Ambre

- Cognac Ferrand

Cognac Louis Royer XO,

Distillerie d'Aumagne Fins

Bois, Force 53, Louis Royer

VS, Louis Royer VSOP,

Sainsbury's Taste the



Difference XO Cognac

- Cognac Louis Royer

Vieux Garçon Cognac VS

- Lidl

Delamain Pale & Dry

- Mentendorff

Rémy Martin VSOP, Rémy

Martin XO Excellence

- Rémy Cointreau

Armagnac

Janneau XO

- Giovinetti Partners

Single de Samalens 8 Year

Old, Single de Samalens

12 Year Old, Single de

Samalens 15 Year Old

- Armagnac Samalens

Calvados

Berneroy Fine, Berneroy

VSOP, Berneroy XO

- Cognac Camus

Daron Calvados XO

- Cognac Ferrand

Brandy - France

Eau de Vie VSOP

- Arcus

Asda Extra Special 5 Year

Old French Brandy

- Bardinet

Grand Empereur Regional

French Brandy

- Cognac De Luze

Vieux Garçon French

Brandy XO

- Lidl

St-Rémy Authentic French

Brandy XO

- Rémy Cointreau

Brandy - Spain

Carlos I Solera

- Osborne

Gran Duque de Alba

- Williams & Humbert

Brandy - South Africa

Sydney Back 10 Year Old,

Sydney Back NV

- Backsberg

Collison's, Flight of the

Fish Eagle, Mellow Wood

5, Nederburg Solera, Oude

Meester Demant, Viceroy 5

Year Old

- Distell

Imoya

- KWV

Martell VO

- Pernod Ricard South Africa

Brandy - India

Scarletts VS Brandy

- The Devicolam Distilleries

Grappa

Grappa Barrique del

Limousin 7 Years

- Luigi Francoli Grappe



Tequila

GOLD

Reposado

Sierra Tequila Reposado

- Borco-Marken-Import



Best in class

Sierra Tequila Reposado



SILVER

Añejo

Herradura Añejo

- Brown-Forman

Milagro Select Barrel Reserve

Añejo - William Grant & Sons

Reposado

Ambhar Añejo - Santo Spirits

Milagro Reposado - William Grant & Sons

Milagro Select Barrel Reserve

Reposado - William Grant & Sons

Blanco

Milagro Silver - William Grant & Sons



BRONZE

Añejo

Espolon Añejo -

Destiladora San Nicolás

Reposado

Espolon Reposado -

Destiladora San Nicolás

Excellia - EWG Spirits & Wine

Blanco

Corzo Silver - Bacardi

Don Alvaro Blanco - Soho Wine Supply

Sierra Milenario Blanco -

Borco-Marken-Import



COMMENDED

Reposado

Olmecca Altos Reposado

- Pernod Ricard Mexico

Alma Mia Reposado - Soho

Wine Supply

Blanco

Espolon Blanco - Destiladora San Nicolás

Olmecca Altos Blanco - Pernod Ricard Mexico

Sierra Tequila Silver - Borco-Marken-Import



GOLD

Super-premium

Finsbury Platinum 47% - Borco-Marken-Import

Premium

Tanqueray Imported 47.3% - Diageo



Best in class

Finsbury Platinum Gin



SILVER

Super-premium

Beefeater 24 45% - Chivas Brothers

Fifty Pounds 43.5% - Sanchez Romate

Martin Miller's Westbourne Strength 45.2% - The Reformed Spirits Co

Premium

Beefeater 47% - Chivas Brothers

Bloom Premium 40% - G&J Greenall

Sainsbury's Taste the Difference

Blackfriars Gin 43% - Sainsbury's

Standard

Greenall's London Dry 40% - G&J Greenall



BRONZE

Super-premium

Sipsmith 41.6% - Sipsmith

Tanqueray No.Ten 47.3% - Diageo

Premium

Plymouth Gin 41.2% - Chivas Brothers

Whitley Neill 42% - Halewood International

Standard

Oliver Cromwell 37.5% - Aldi UK



COMMENDED

Premium

Pink 47 - Old St Andrews



Vodka & Other White Spirits

GOLD

Super-premium

Grandkhaan (Mongolia) - Spirit Bal Buram JSC

Premium

Bulbash (Belarus) - JV Dionis
Heaven Premium (Kazakhstan) - LTD ArLine

Khortytza Classic (Ukraine) - Khortytza Distillery

Stalinskaya (Romania) - Prodal '94

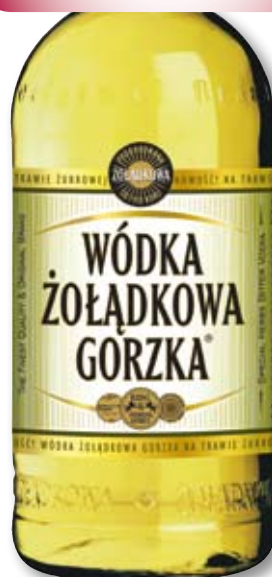
Flavoured

Zoladkowa Gorzka Na Trawie Zubrowej (Poland) - Stock Spirits
Luksusowa Gorzka (Poland) - Wyborowa



TROPHY

Zoladkowa Gorzka Na Trawie Zubrowej



BRONZE

Super-premium

Flag Vodka (Finland) - Global Drinks Finland

Premium

Prime Premium (Ukraine) - Olimp Vodka Co
Sputnik (Russia) - Taste of Russia

Standard

Red Square (UK) - Halewood International
Tamova (UK) - Aldi-Glen Catrine
Vladivar (UK) - Whyte and Mackay

Flavoured

Vikingfjord Eple (Norway) - Arcus



SILVER

Super-premium

Moses Vodka (Finland) - Global Drinks Finland
Pur Vodka (Canada) - Pur Vodka-Nicolas DuVernois

Premium

Heaven Luxury (Kazakhstan) - LTD ArLine
Russian Challenge (Russia) - Rusimport
Russian Character (Kazakhstan) - LTD ArLine

Standard

Eruul (Mongolia) - APU JSC
Viking (France) - Oposit W&S

Flavoured

Remix Chocolate Flavoured Vodka (India) - Radico Khaitan



COMMENDED

Super-premium

Belvedere (Poland) - Moët Hennessey
Russian Cult Minskaya (Germany) - Western Blue
Sipsmith Barley Vodka (UK) - Sipsmith
U'Luvka Vodka (Poland) - The Brand Distillery

Premium

Putinoff Premium (Germany) - Lidl
Stock Prestige (Poland) - Stock Spirits

Standard

Parliament (Russia) - CEDC
Prime Superior (Ukraine) - Olimp Vodka Co

Flavoured

Zubrowska Bison Grass Vodka (Poland) - CEDC



Best in class
Hammer Aquavit



BRONZE

Other White Spirits

Simers Oslo Aquavit (Norway) - Arcus
Gammel Opland Madeira Finish - Arcus
Stolichnaya Gala Applik (Cyprus) - SPI Spirits



GOLD

Other White Spirits

Hammer Aquavit (Norway) - Arcus



SILVER

Other White Spirits

Thunder Toffee Vodka (France) - Scream Retail



Liqueurs & Specialities

GOLD

Liqueurs - cassis

Merlet Crème de Cassis -

Distillerie Merlet & Fils

Supercassis - Pagès Védrenne

Liqueurs - herbal

Green Chartreuse - c/o Fells

Other liqueurs & specialities

Beaux Jangles Iced Tea Vodka Liquor -
Babco Europe



TROPHY
Green Chartreuse



SILVER

Liqueurs - cassis

Crème de Cassis Pagès

Premium - Pagès

Védrenne

Liqueurs - citrus fruit

Cointreau - Rémy Cointreau

Liqueurs - crème/fruit

Merlet Poire - Distillerie Merlet & Fils

Liqueurs - brandy based

Gran Gala - Stock Spirits



Liqueurs - whisky based

Drambuie - The Drambuie Liqueur Co

Glayva - Whyte and Mackay

The Royal Legacy of 1745 - The
Drambuie Liqueur Co

Liqueurs - herbal

Bénédictine DOM - c/o First Drinks
Brands

Oude Meester Peppermint Liqueur
- Distell

Bitters

Original Radeberger Bitter -
Waldemar Behn



BRONZE

Liqueurs - berry fruit

Crème de Framboise - Védrenne -

Pagès Védrenne

XO Cherry Brandy Liqueur - De Kuyper

Liqueurs - cassis

Gabriel Boudier Crème de Cassis - Gabriel Boudier

Liqueurs - citrus fruit

Gabriel Boudier Bartender Triple Sec - Gabriel Boudier

Lemon Z Limoncello - Lemon Z

Limonce Limoncello - Stock Spirits

Liqueurs - crème/fruit

Merlet Peche - Distillerie Merlet & Fils

Liqueurs - coffee/chocolate

Beveland Crème de Café - Beveland

Triibe Celtic Liqueur - The Reformed Spirits Company



Liqueurs - rum based

Cocobay - Aldi (c/o Weber Shandwick)

Liqueurs - whisky based

Irish Mist - C&C International

Liqueurs - Irish cream/dairy

Carolans Irish Cream - Gruppo Campari

Taste the Difference Irish Cream Liqueur - Sainsbury's

Liqueurs - herbal

Green Nines - Stumbras AB

Killepitsch Premium Herbal

Liqueur - Peter Busch Likoerfabrik Bitters

Fernet Stock Citrus - Stock Spirits

Other liqueurs & specialities

Armilar Amaretto - Lidl UK

Disaronno Amaretto - Illva Saronno

Frangelico - Gruppo Campari

The King's Ginger - BB&R Spirits

Specialities - anis/absinthe

La Fée Parisienne - La Fée

Sambuca 313 Pallini - Pallini Internazionale

COMMENDED

Liqueurs - berry fruit

Gabriel Boudier Bartender Cherry

Brandy - Gabriel Boudier

Serenade Cherry Liqueur - Lidl

Liqueurs - cassis

Crème de Cassis Bio - Pagès Védrenne

Liqueurs - citrus fruit

Merlet C2 Cognac & Citron - Distillerie Merlet & Fils

Luxardo Limoncello - Girolamo Luxardo

Merlet Triple Sec - Distillerie Merlet & Fils

Liqueurs - fruit other

Chase Elderflower Liqueur - Williams Chase Distillery

Gabriel Boudier Bartender Apricot Brandy - Gabriel Boudier

Oscar's Peach Schnapps - Aldi (c/o Weber Shandwick)

Prucia Plum Liqueur de France - Suntory Liquors Limited

Pomegranate Liqueur - Pagès Védrenne

Liqueurs - coffee/chocolate

After Supreme Coffee - After Supreme Liqueurs

Mozart Black Chocolate Pure 87 - Mozart Distillerie

Liqueurs - cream/dairy

After Belgian Chocolate Liqueur - After Supreme Liqueurs

After Ivory Belgian Chocolate Liqueur - After Supreme Liqueurs

Amarula Cream - Distell

Ballycastle Classic Irish Country Cream - Aldi (c/o Weber Shandwick)

Carolans Light - Gruppo Campari

Crème Caramel à la Fleur de Sel - Pagès Védrenne

Key Rum Cream - Stock Spirits

Mozart White Chocolate Cream - Mozart Distillerie

Queen Margot Cream Liqueur - Lidl

Liqueurs - whisky based

Southern Belle - Aldi (c/o Weber Shandwick)

Liqueurs - other spirit based

Bad Angel - Babco Europe

Esprit de June - EWG Spirits & Wine

Liqueurs - herbal

Amaro Averna - Fratelli Averna

Oude Meester Ginger Liqueur - Distell

Mentendorff Kummel - Mentendorff & Co

Studer Original Swiss Bitter - Studer & Co

Specialities - anis/absinthe

Isolabella Sambuca - First Drinks Brands

La Fée NV - La Fée

Sambuca 100% Anice Stellato - Fratelli Averna

Studer Original Swiss Absinth - Studer & Co

Other liqueurs & specialities

Ceylon Arrack - Marblehead Brand Development

Mickey Finn Apple - Babco Europe

Namida Wasabi Spirit - Wasabi Spirits

Noilly Prat Original Dry Vermouth - Bacardi

Tatratea 52% - Karloff Tatra Distillery



SPECIALIST AWARDS

Best Design & Packaging for Travel Retail - Balblair

Best Design & Packaging for the On-Trade - Bushmills Original

Most Innovative Graphic Design - The Kraken

Most Innovative Pack Format - Absolut Vodka Rock Edition

GOLD

Balblair

- International Beverage

Caorunn

- International Beverage

The Kraken

- Stranger & Stranger

The Paulsen Collection Cognac

- Stranger & Stranger

Ty Ku Soju

- TY KU LLC



SILVER

Bushmills Irish Whiskey Range

- Diageo

Bushmills Original

- Diageo

Cherry Brandy XO

- De Kuyper Royal Distillers

Elements 8 Spiced Rum

- Elements 8 Rum

Fifty Pounds

- Sanchez Romate Hnos

Gin Mare

- Global Premium Brands

La Fee Parisienne

- Cellar Trends

Marquis Vodka

- Marquis Vodka

Olmeca Altos 100% Tequila

- Pernod Ricard Mexico

Persha Gildiya Grand

- NAT

Poli

- Poli Distillerie SRL

Solerno

- William Grant & Sons

Spice Tree

- Stranger & Stranger

Williams Chase Gin

- Chase Distillery

Writers Tears

- Hot Irishman





Design & Packaging

BRONZE

- Heaven Premium**
 - LLP ArLine
- Irish Mist Liqueur**
 - William Grant & Sons
- Plum Liqueur de France Prucia**
 - Suntory Liquors
- Pure Green**
 - Renbjør & Magnusson
- Tatratea Range**
 - Karloff
- U'Luvka Vodka**
 - The Brand Distillery



COMMENDED

- Abnormal Vodka**
 - Sun Stars & Sons
- Black Bush**
 - Diageo
- Bulbash**
 - Dionis
- Ceylon Arrack**
 - Marblehead Brand Development
- Chinggis Khan**
 - APU Joint Stock Company
- Chivas Regal 12 by Christian Lacroix**
 - Chivas Brothers
- Danzka Vodka**
 - Belvedere Scandinavia
- Heaven Luxury**
 - LLP ArLine
- Single de Samalens 15 Year Old**
 - Armagnac Samalens
- Slieve Foy 8 Year Old Single Malt**
 - Cooley Distillery



Meet the judges



Nick Wykes
IP Bartenders



Nick Monk
Multi Labels



Chairman:
Paul Foulkes-
Arellano
Wren & Rowe



Richard Cutler
O-I Europe



Christian Davis
Editor - Drinks
International

Liqueurs & Specialities



Chairman: Patrick van Zuidam, master distiller & MD, Zuidam Distillers



Adeline Loizeau, Cognac quality manager, Grand Marnier



Gérard Chaussée, general manager, Pagès Védrenne Distillery



Matthijs Jansen, senior adviser R&D, QC and QA, De Kuyper Royal Distilleries



Peter Hallgarten, Specialist blending consultant

Gin, vodka, white spirits, tequila



Chairman: Ian Wisniewski, freelance author, journalist, spirits specialist



Lesley Gracie, new liquid development leader, William Grant & Sons

Whiskies



From left: Tetsuji Hisamitsu, chief blender, Nikka Whisky Distilling Co; Gordon Motion, master blender, Edrington Group; Caroline Martin (seated), master blender, Diageo; John Ramsay, formerly Edrington master blender (chairman of judges); Robert Hicks, consultant; Jimmy Russell, master distiller, Wild Turkey; David Stewart, master blender, William Grant & Sons; Seiichi Koshimizu (seated), chief blender, Suntory; Richard Paterson, master blender, Whyte & Mackay; Billy Leighton, master blender, Irish Distillers



Neil Lowrey, co-founder BarWizards training academy



Alexey Zaitsev, Prodexpo Moscow, director international tasting contest

Brandies



Back row from left: Simon Palmer, maître de chai, ABK6 Cognac Leyrat; Neil Mathieson, managing director, Eaux de Vie; Ian Harris, chief executive, the Wine & Spirit Education Trust
Front row from left: Kobus Gelderblom, chief brandy master, KWV; Louis Nomdedeu, Rémy-Cointreau; and Olivier Paultes, maître de chai, Cognac Frapin



Desmond Payne, master distiller, Beefeater gin



Joanne Moore, master distiller, G&J Greenall

Rum



From left: Tom Forrest, Vinopolis; Andreas Redlefsen, Elements 8; Peter Martin, J Wray & Nephew UK; Kirstie McCallum, Burn Stewart Distillers; Paul McFadyen, IP Bartenders; chairman of the judges Steve Hoyles, Chivas Brothers; and Carsten Vlierboom, E&A Scheer BV



Alexander Zaitsev, chairman Prodexpo Moscow international tasting contest



Leonid Gelibterman, managing partner, Independent Academy of Wine and Gastronomy



L-R: The hub for wine and spirits education; Handy with brandy: Chairman Neil Mathieson pauses to pose; DI editor Christian Davis and commercial manager Justin Smith lose their bottle



Rum do: Elements 8's Andreas Redlefsen swaps notes with J Wray & Nephew's Peter Martin

Whisky chairman John Ramsay keeps a check on the scores - or maybe his Facebook



Bourbon legend Jimmy Russell shares a joke. (R) Agile Media managing director Russell Dodd washes up

