

## PRESS RELEASE

### Savouring top quality spirits

- **A jury of experts awards 258 medals at ISW 2010, the 7<sup>th</sup> International Spirits Award**
- **'Mozart dry Chocolate Spirit' is awarded 'Spirit of the year'**
- **'Special prize of the jury' for an Alsatian speciality made from beer**

Neustadt/Weinstraße, 9 June 2010.

Whether neat or in cocktails – high grade spirits are among the classic drinks that many people love to enjoy. Liqueurs, brandy, whisk(e)y, vodka, rum and schnapps are all here to stay in the restaurant scene and enrich the private bars of all those who know how to appreciate high-quality spirits.

Given the scarcely surmountable range of spirits of different quality available on the market, it is becoming increasingly difficult for the consumer to find his way. Help is now at hand in the form of the list of winners at the ISW 2010 International Spirits Award. This list features a total of 258 spirits, which were recognised for their quality with one of the coveted medals. 13 spirits received 'grand gold', the highest award in the competition. The jury also awarded 'gold' 93 times and 152 spirits were awarded a silver medal.

A total of 600 spirits from 37 countries, including 212 from Germany, were tested for their quality by an international jury of experts. This panel was exclusively made up of specialists from industry, science and academia, restaurateurs and specialist publications. The range of

spirits ranged from anise schnapps, brandy, clear spirits, liqueurs, fruit schnapps / grappa to rum and whisk(e)y.

The winners of the awards, held this year for the seventh time, included spirits from smaller distilleries as well as products from large corporations.

Diageo Deutschland GmbH was able to walk away with the title 'Importer of the year'. The premium spirits maker won two grand gold medals, three gold medals and two silver medals. Alongside these awards, the Wiesbaden-based company was able to reap the title 'Brand of the year' for 'Tanqueray Imported London Dry Gin'. 'Illyquore Liquore di caffè 100% Arabica', a product from Campari Deutschland GmbH took its place on the podium with the title 'Liqueur of the year', while the chocolate macerate spirit 'Mozart dry Chocolate Spirit' (Mozart Destillerie GmbH, Austria) gained the coveted title 'Spirit of the year'.

The 'Special prize of the jury' was given to the Wolfberger specialty distillery based in the Alsace town of Eguisheim. Its 'Fleur de Bière', a high-proof spirit from beer mash, impressed the jury with its aromatic flavour and floral-fruity nose, which is reminiscent of elderflower.

The jury elected the 'Roner AG Brennerei' (Termeno, Italy), as 'Producer of the year' with three gold and two silver medals.

In addition, specialists made various special awards:

**Grappa of the year:** Grappa Riserva Port wood finish Botti da Porto;  
Distilleria Sibona, Piobesi d'Alba, Italy

**Aromatic spirit of the year:** Gin Citadelle; Cognac Ferrand, Ars, France

**Clear spirit of the year:** Wodka Gorbatschow Platinum; Henkell & Co.  
Sektellerei KG, Wiesbaden, Germany

**Brandy of the year:** Château du Tariquet XO Bas-Armagnac; Château du  
Tariquet, Eauze, France

**Whisk(e)y of the year:** Ardmore Traditional Cask; Beam Global  
Deutschland GmbH, Wiesbaden, Germany

**Fruit liqueur of the year:** Liqueur Le Birlou; Pages Vedrenne SAS, Nuits St. Georges, France

**Herb flavoured liqueur of the year:** Altenburger Schwarzgebrannter Kräuterlikör; Altenburger Destillerie & Liqueurfabrik GmbH, Altenburg, Germany

**Rum of the year:** Rhum Neisson Primeur; Domaine Thieubert Neisson (Distillery), Le Carbet, Martinique

**Fruit brandy of the year:** Quitten Brand; Niederrhein-Destillerie Andre de Schrevel, Emmerich, Germany

Photos and a list of all of the awards presented at the ISW 2010 International Spirits Competition can be found at: [www.mundusvini.com/isw](http://www.mundusvini.com/isw)

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*About the International Spirits Award:*

The *ISW International Spirits Award* was launched in 2004, by the MUNDUSvini wine academy in Neustadt a. d. Weinstraße with the aim of strengthening the position of spirits and giving them new momentum. The spirits are tested strictly in line with a prescribed system. First of all, spirits are assessed by their appearance, i.e. by colour and clarity. Then it is the turn of the senses. The taster first assesses the smell of the product and then the next step is the actual tasting. Finally, from their overall impression, the international jury made up of experienced distillers, quality controllers and barkeepers provide their verdict.

**Press information:**

Berit Schönrock  
Maximilianstraße 7-17  
67433 Neustadt/Weinstraße  
Tel.: 06321 8908-1910  
E-mail: [schoenrock@meininger.de](mailto:schoenrock@meininger.de)

[www.meininger.de](http://www.meininger.de)

[www.mundusvini.com/isw](http://www.mundusvini.com/isw)