



The 2010 BEST BUY BAR Spirits Competition

Now is the time to enter the **5th annual BTI Best Buy Bar competition**, a comprehensive tasting for spirits \$20 and under that will find the best values for consumers who are looking to stock up the home bar and trade buyers making key decisions for their restaurant, bar, or retail outlet.

Fill out the attached form and fax it back by November 1st.

BTI is proud to offer you a diverse marketing platform for all recommended spirits: **unbiased, professional reviews** done in blind tastings by small, highly trained panels; **3-year posting on Tastings.com***; and **frameable award certificates**. As a participant in this competition, you will have a chance to be part of **BTI's Virtual Bar**, our online feature highlighting top performers from each category!

Best Buy Bar winners will also be featured in *Restaurant Hospitality*, the leading trade magazine for restaurateurs. Finally, a free label placement on Tastings.com will be awarded to top performer in each **price-based** category. The price categories are: **\$10 & under, \$15 & under, and \$20 & under.**

As always, you will have the ability to order shelf-talkers and BTI spirits logos for POS and ad campaigns.

***About Tastings.com:** *Tastings.com is the world's highest ranked website for spirits reviews with a 6 of 10 page rank by Google. Our users appreciate the advertisement-free nature of our site and visit again and again.*

Best Buy Bar Categories

| | | | |
|----------------|-------------------|--------------------|------------------|
| Vodka | US Blended Whisky | Herb/Spice Liqueur | Anise Liqueur |
| Flavored Vodka | Canadian Whisky | Coffee Liqueur | Cordial |
| Gin | Bourbon | Nut Liqueur | Schnapps |
| Tequila | Cream Liqueur | Brandy Liqueur | Aperitif |
| Mezcal | Fruit Liqueur | Chocolate Liqueur | Specialty Spirit |
| Rum | Scotch | Irish Whiskey | Brandy |
| Flavored Rum | | | |

Please complete the enclosed form for each entry and fax it back to BTI at 312-226-7858 by November 1st.

Ship two bottles to BTI, 910 W. Van Buren Suite 5000, Chicago IL 60607. Results will be sent out to participants at the beginning of January 2011. Products that do not receive a medal will not be published.



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2010 BEST BUY BAR Competition Entry Form

PLEASE SHIP (2) SAMPLES by NOVEMBER 1st & Fax this completed form back to **312-226-7858**.

Sample Shipping Address: BTI, 910 W. Van Buren, Ste.5000, Chicago IL. 60607

Direct any questions to Catrina. Tel: 312-226-7857; email: ccerny@tastings.com

For the latest international shipping information go to : www.tastings.com/trade.html

1) Product Information:

(All products must be available for sale in home country or the US at time of entry)

Suggested retail price in U.S. dollars: \$.....

Complete product name as it appears on the label:.....

Brand Name:.....

Commercial Distillery or Producer Name:.....

Nation and area of origin (if applic):.....

Degrees Proof:.....

Case Production:.....

Category Entered:.....

Ship two 750 ml or 1000ml bottles of each product.

Price category entered : \$9.99 and under \$10 to \$14.99 \$15 to \$20

2) Payment: \$200 per product

Payment is due before results are released. US currency only. Make checks to BTI.

Check enclosed Check sent separately Mastercard Visa Amex

Card number _____ Expiration date _____

Cardholder name printed clearly _____

3) Entered by:

(Results will be sent to this person by mail. Please make corrections as needed)

Name: _____,

Company: _____

Address: _____

City/St/Zip: _____

Tel: _____

Fax: _____

E-mail: _____

Website: _____

CUSTOMER ID#: _____