



2010 International Review of Spirits

The International Review of Spirits is the largest and most prestigious annual spirits competition in the United States. Throughout the year, the tasting experts at the Beverage Testing Institute (BTI) will invite select members of the trade to join them as panelists in blind tastings of specific categories of spirits. Major and boutique spirits producers and importers from around the world and across the country will participate in our competition because they know that BTI conducts the most objective, consistent, and widely regarded spirits reviews in America.

Millions of consumers look to BTI's spirits reviews on Tastings.com and elsewhere when making their spirits buying decisions. Retailers and distributors across the US closely watch our reviews when looking for products to carry. Spirits producers and marketers obtain valuable marketing tools by participating in our reviews:

- ✓ 100-point ratings and consumer-oriented tasting notes for P.O.S. materials
- ✓ Three-year publication in Tastings.com
- ✓ Features in national TV, radio, and print media
- ✓ Nationwide multimedia press releases for top scoring products
- ✓ Ability to feature product labels next to reviews on Tastings.com
- ✓ Ability to order shelf-talkers and logos for POS and ad campaigns
- ✓ Platinum, gold, silver, or bronze medal certificates suitable for framing
- ✓ Links to reviews on Tastings.com
- ✓ Top Spirits, Distillery of the Year, and Spirit of the Year awards

All products will be tasted blind by a panel consisting of trained BTI staff and talented guest panelists from the spirits world. BTI uses a proprietary tasting methodology that assures accurate, repeatable results. Each product will receive a score based on a 100-point scale and a tasting note. Based on the scores from the current session, platinum, gold, silver, and bronze medalists will be declared for each category. We look forward to another year of discovering the best tasting spirits available and invite you to participate in this major spirits event.

International Review of Spirits—2010 Registration Deadlines

(Forms and samples are due on the 1st of each month. Results released two months after deadline)

January 15—North American Whiskey

March 1—Brandy & Calvados

May 1—All Rum

July 1—Tequila & Mezcal

September 1—All Vodka

November 1—Mixers, RTDs & Best Buy Bar

February 1—Cognac & Armagnac

April 1—Scotch, Irish & World Whisky

June 1—Gin & Genever

August 1—Liqueurs & Aperitifs

October 1—Eau-de-Vie & Specialty

December 18—Packaging



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2010 Spirits Registration Form

Fax this completed form back to **1-800-238-7972** and ship the samples before the deadline date.

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

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

All entries MUST be available for purchase in the US, or their country of origin, at time of entry

Product Information:

Suggested retail price for the bottle size entered, in U.S. dollars: \$ _____

Complete spirit name as it appears on the label: _____

The Brand Name: _____

Commercial Distillery Name: _____

Nation and area of origin (if applic): _____

Degrees Proof: _____

Age/Distillation Date/Year of bottling (if applic): _____

Batch Number/ Lot Number (if applic): _____

Bottles : (Ship two bottles of each spirit.) 750 ml 1000 ml other _____

Email a single bottle image (jpeg or tiff) of each entry to: labels@tastings.com.

Payment:

Option I \$400 per product with a label display on Tastings.com

Option II \$200 per product without a label display on Tastings.com

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 _____

Entered by:

(Results will be sent to this person by mail and email)

Name & Title:

Company:

Address:

City/St/Zip:

Tel:

Fax:

E-mail:

Website: