



# The 2011 BEST BUY BAR Spirits Competition

## Register & Ship Samples by November 4th, 2011

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 (one per entry) and fax it back by NOVEMBER 4th, 2011.**

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!

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 BTI spirits logos and shelf-talkers 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. Tastings.com receives over 300,000 page views by over 75,000 unique users per month! Users appreciate the ad-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 4th**

**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 2012.**

**Products that do not receive a medal will not be published.**

*\*additional fees apply*



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## 2011 BEST BUY BAR Competition Entry Form

PLEASE SHIP (2) SAMPLES by **November 4th** & 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 Ron. Tel: 312-226-7857; email: [ronmontonera@tastings.com](mailto:ronmontonera@tastings.com)

**For the latest international shipping information go to : [www.tastings.com/trade.html](http://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 applicable):.....

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 w/o label display or \$400 per product with label display

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#: \_\_\_\_\_