Dear John Barleycorn Awards Entrant:

Congratulations! Our judges from the Society of Spirits Writers and Marketers have selected your product as a winner in the 2019 John Barleycorn Awards Taste Competition.

The John Barleycorn Awards honors the distillers, marketers, writers and designers whose work is truly exceptional and deserving of industry recognition. The awards are divided into Taste and Marketing Competitions. The John Barleycorn Awards is distinct from other spirits competitions because of its association with writers and its emphasis on helping its winners market their products.

The Taste judging is under the leadership of noted author and spirits writer John McCarthy who oversees some of the world’s top spirits writers. Judges include Leslie Sbrocco from NBC’s Today Show and the PBS television series, *100 Days… 100 Drinks, Dishes and Destinations*, Wayne Curtis author of *And a Bottle of Rum: A History of the New World in Ten Cocktails* and well-known spirits and lifestyle publication writers Jack Robertiello, G. Clay Whittaker, Cary Jones, Tony Sachs, John D. McCarthy, and Susie O., founder of SusieDrinks.com.

Each entry was blind-tasted and scored on a 100-point scale for appearance, aroma, taste and finish. Awards were determined based on points.

Award Levels:

DOUBLE GOLD: Outstanding; earns top marks from all judges

GOLD: An excellent product; meets very high standards

SILVER: A finely crafted spirit deserving recognition

HONORABLE MENTION: Meets the standards of the industry

A complete list of Double Gold, Gold and Silver winners, along with judge’s comments can be found at [www.barleycornawards.com](http://www.barleycornawards.com).

Each Taste Competition winner receives a complimentary certificate for each winning entry. To order, visit the John Barleycorn store at www.barleycornawards.com to fill out your forms and inscriptions.

In addition, John Barleycorn winners are eligible to purchase the iconic Barleycorn statuette. The 11-inch metal casting is a hand-tooled, high-quality piece of art portraying the contemplation of a fine spirit. The John Barleycorn Society created the statuette with Society Awards, manufacturer of the Golden Globes, Emmys, CLIOs, MTV, YouTube and many other prominent awards.

Winners also have the option to purchase a glorifier base that was designed to show off the statuette and winning bottle in distillery gift shops and tasting rooms.

The store also has bottle stickers and downloadable, high resolution images of Double Gold, Gold and Silver awards as well as high-res graphics of the John Barleycorn logo and statuette. There is no licensing fee to use Barleycorn graphics on your marketing materials.

Keep checking our social media platforms in the coming days as we profile winners. We love seeing your excitement and original award photos with your team, so please tag us in your posts.

Again, congratulations on your achievement! We look forward to hearing from you soon.

Regards,

The John Barleycorn Society Team