



As Seen In
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Distillery^{modern} Age

Ultimate Spirits Challenge

The first Ultimate Spirits Challenge to take place in New York City on March 1-3 has opened up for business and entry forms are available. The Ultimate Spirits Challenge bills itself as "Built upon the principles of integrity, method and credibility, the benefits to the beverage industry of finally having the most authoritative, accurate and consistent results at hand cannot be overestimated. Any spirit carrying the UBC seal of approval from the Ultimate Spirits Challenge will be readily perceived as the highest standard of product in its category. The marketing advantages and implications of having a UBC recommendation are enormous."

The founders of the Ultimate Spirits Challenge are David Talbot, Paul Pacult, and Sue Woodley. Spirits will be showcased in "the best light, evaluated against their closest categorical peers. Spirits will be evaluated in proper glassware under ideal serving conditions. For exam-

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L-R: David Talbot, Paul Pacult, Sue Woodley of the Ultimate Spirits Challenge
Photo by Michael Gold

Ultimate Spirits Challenge

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ple, vodkas will be served to judges chilled; cask strength whiskeys will be judged both with and without water dilution."

The entry deadline for the Ultimate Spirits Challenge (www.ultimate-beverage.com) is February 15. The Ultimate Cocktail Challenge will follow in mid-April, with applications available February 16. The first Ultimate Wine Challenge takes place June 7-11, with entry forms being ready April 13.

Judges for the Ultimate Spirits Challenge include gaz regan (he's all lower-case these days), Dale DeGross, Steven Olson, David Wondrich, Doug Frost, Sean Ludford and other beverage alcohol authors, journalists, speakers and educators. The results will publicized both in print and online, and the highest-rated products will be showcased at consumer tasting events in New York in the fall.

Online at: http://www.distilleryage.com/MDA_1_11_10.pdf

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