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Ultimate Cocktail Challenge 2011 Announces Winners

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The second annual Ultimate Cocktail Challenge, which featured two distinctive and revolutionary competitions – Classic Challenge and Signature Challenge – was held April 5-8 in NYC. Ultimate Beverage Challenge (UBC), a New York-based beverage competitions and events company, is breaking new ground with both Classic Challenge, which assesses how well spirits perform in classic cocktails and Signature Challenge, which evaluates how well entered spirits perform in the proprietary recipes supplied by the brands.

Led by F. Paul Pacult (Judging Chairman and UBC founder) and Sean Ludford (Assistant Judging Chairman) judges included world-renowned mixology superstars Jacques Bezuidenhout, Dale DeGross, Jim Meehan, gaz regan, Julie Reiner, Steve Olson, Audrey Saunders, Marcos Tello, David Wondrich and more.

“It’s difficult to be a pioneer in the spirits competition world these days and certainly there are any number of bartender competitions that name best cocktails but no one in the industry other than UCC is looking at how brands *perform* in cocktails,” says UBC founder, F. Paul Pacult. “We saw this as a perfect way to help companies market their brands in a new and innovative manner and ultimately give consumers an excellent tool to help them navigate their retailer store shelves.”

For the complete list of results for Classic Challenge and Signature Challenge, including cocktail recipes, click [here](#). For a selection of downloadable images click [here](#).

CHAIRMAN’S TROPHY WINNERS

-CLASSIC COCKTAILS-

Spirits in Classic Challenge were judged on the 100-point system. The highest scoring spirit in each classic cocktail was awarded the Ultimate Cocktail Challenge Chairman's Trophy.

BEST GIN in a...

Aviation - **Plymouth**

Extra Dry Martini - **Beefeater London Dry**

Gin & Tonic - **Beefeater 24**

Negroni - **No. 3 London Dry**

BEST VODKA in a...

Bloody Mary - **Vesica**

Cosmopolitan - **Absolut Citron**

Vodka & Tonic - **Luksusowa**

BEST TEQUILA in a...

Margarita w/Cointreau - **Olmecca Plata**
Paloma - **Izkali Reposado**
Tequila Sunrise - **901 Silver**

BEST RUM in a...

Daiquiri - **Banks 5 Island**
Mojito - **Banks 5 Island**
Mai Tai - **Holey Dollar Silver Coin**

BEST CACHAÇA in a...

Batida de Fresa - **Leblon**
Caipirinha - **Leblon**
Caipirinha de Uva - **Leblon**

BEST COGNAC/BRANDY in a...

Brandy Julep - **Rémy Martin VSOP**
Sidecar - **Camus VS Elegance**
Stinger - **Camus VSOP Elegance**

BEST SCOTCH WHISKY in a...

Blood & Sand - **Highland Park 12 Years Old Single Malt**
Rob Roy - **Highland Park 12 Years Old Single Malt**
Rusty Nail - **The Macallan Fine Oak 10 Years Old Single Malt**

BEST AMERICAN WHISKEY in a...

Manhattan - **Bulleit Rye**
Mint Julep - **Bulleit Rye**
Old-Fashioned - **George Dickel #12**

BEST IRISH WHISKEY in a...

Irish Coffee - **Jameson Gold Blended**
Wild Irish Rose - **Michael Collins Blended**

BEST ORANGE LIQUEUR in a...

Cosmopolitan - **Cointreau**
Margarita - **Cointreau**
Sidecar - **Cointreau**

CHAIRMAN'S TROPHY WINNERS**-SIGNATURE COCKTAILS-**

Spirits in Signature Challenge were judged on the 100-point scale. In recognition of the individuality of each recipe, all Signature cocktails that scored 90 points and higher were awarded the Ultimate Cocktail Challenge Chairman's Trophy.

Below, please find the Chairman's Trophy winners and the name of the provided Signature cocktail recipe:

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Beefeater 24 – French 75

Beefeater London Dry – French 75
Hendrick's – LA Luna

TEQUILA

Don Julio Añejo – Don Julio Luxury Cider House
Familia Camarena Reposado – Camarena Santa Maria

RUM

Blackbeard Spiced – Black Bitter & Stirred

COGNAC/BRANDY

Gran Duque D'Alba – Spanish Sidecar
Samogon Unaged Grape Spirit – From Russia With Love

SCOTCH WHISKY

Glenfiddich 12 Years Old Single Malt – Blood and Sanguinello

LIQUEURS

Cointreau – Cointreau Cup

ABSINTHE

Pernod Absinthe – Green Beast

VERMOUTH

Noilly Prat Original – Le Flip, C'est Chic

OTHER LIQUEURS

Becherovka – Czech-Up
St-Germain – The St-Germain Cocktail

For a complete list of all results and scores please go to: www.ultimate-beverage.com/ucc2011results

“Leave it to Paul to come up with a truly new way to look at cocktails!” says Julie Reiner, UCC judge and proprietor of Flatiron Lounge, The Clover Club and Lani Kai. “I looked around the room at my fellow judges and thought, we are really doing something groundbreaking and important here with Ultimate Cocktail Challenge. Paul’s judging methodology and criteria make UCC the most credible competition I know. And I can speak for every one of the UCC judges when I say we are all in favor of better cocktails!”

“Because of UCC’s exacting methodology, preconceptions or assumptions about a spirit are really challenged,” says UCC bartender Sean Hoard. “Based on UCC results consumers can make better informed decisions when ordering in a bar or making a cocktail at home and brands can market their product as the winner of a truly level playing field.” UBC's third and final Challenge for 2011 is Ultimate Wine Challenge, May 2-6, 2011. Click [here](#) for more information.

Online at: <http://www.nightclub.com/events/mixology-competitions/news/ultimate-cocktail-challenge-2011-announces-winners-3177>