



As Seen On
Mark Brown Industry News Update
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ULTIMATE BEVERAGE CHALLENGE ANNOUNCES VIDEO REVIEWS FOR ALL 2011 ULTIMATE SPIRITS CHALLENGE CHAIRMAN'S TROPHY WINNERS

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UBC Delivers Yet Another Innovative Free Marketing Tool for Brands

Ultimate Beverage Challenge (UBC), the beverage competition and events company founded by spirits author/expert F. Paul Pacult with Sue Woodley and David Talbot, recently announced the Chairman's Trophy winners, the highest honor, of its 2011 Ultimate Spirits Challenge. To help these top spirits brands promote their win and market their product, UBC is proud to announce the launch of Ultimate Video Reviews - a collection of 27 videos featuring F. Paul Pacult extolling the virtues and tasting notes for each of the top 27 spirits. Each video is approximately 1:30 minutes long and can be found both on the Ultimate Beverage Challenge website at www.ultimate-beverage.com/videos/ and on the Ultimate Beverage Challenge channel on YouTube.com at www.youtube.com/user/UltimateBeverage.

In each of the videos, F. Paul Pacult offers a brief review of each of this year's winning spirits. The video and his comments can be used by the brands for their marketing, corporate and advertising needs, with the appropriate reference to UBC, and is a complimentary marketing tool. The comments are an amalgamation of notes provided on each brand by the exemplary and top notch panel of judges that participated in Ultimate Spirits Challenge. The judges were led by Judging Chairman F. Paul Pacult and Assistant Judging Chairman Sean Ludford and included Eric Alperin, Jacques Bezuidenhout, Tad Carducci, James Conley, Dale DeGroff, Doug Frost, Jim Meehan, Robert Plotkin, Julie Reiner, Jack Robertiello, Steve Olson, Andy Seymour, Aisha Sharpe, Willy Shine, Jennifer Simonetti-Bryan and David Wondrich.

"Ultimate Spirits Challenge results showcase the best of the best. Companies that enter the Challenges want to know, truthfully, what some of the top palates in the world think of their liquid," says F. Paul Pacult. "UBC doesn't want to be just another beverage competition - we want our results to have meaning and worth to those companies that entered. We think these videos for the Chairman's Trophy winners, along with all the other marketing support we offer the entrants, show that UBC is a company fully committed to participating wine and spirits producers, and wants, quite simply, to help them sell their products."

The 2011 Ultimate Spirits Challenge Chairman's Trophy winners featured in the videos are (alphabetical order):

- Aberlour a'bunadh Single Malt Scotch Whisky
- The Balvenie Peated Cask 17 Years Old Single Malt Scotch Whisky
- Beefeater London Dry Gin
- Boulard Grand Solage VSOP Pays d'Auge Calvados
- Cabo Wabo Reposado, 100% Agave Tequila
- Calle 23 Añejo, 100% Agave Tequila
- Canadian Mist Black Diamond Canadian Blended Whisky

- Cardenal Mendoza Brandy de Jerez 17 Years Old Spanish Brandy
- Delord 25 Years Old Bas-Armagnac
- Dewar's 18 Years Old Blended Scotch Whisky
- Dos Maderas PX 5+5 Rum; El Tinieblo Joven Mezcal
- Finlandia Classic Vodka
- George T. Stagg 17 Years Old Kentucky Straight Bourbon
- Grand Mayan Extra Añejo, 100% Agave Tequila
- Highland Park 18 Years Old Single Malt Scotch Whisky
- Ketel One Citroen Flavored Vodka
- Lagavulin Distillers Edition Single Malt Scotch Whisky
- Lillet Rosé Aperitif
- Martell XO Cognac
- Merlet Crème de Cassis, Blackcurrant Liqueur
- Michael Collins Blended Irish Whiskey
- Olmeca Plata Blanco, 100% Agave Tequila
- Rémy Martin V Grape Spirit
- Sazerac Straight 18 Years Old Rye Whiskey
- Stroh Jagertee Liqueur
- Tyrconnell Madeira Finish 10 Years Old Single Malt Irish Whiskey

Upcoming UBC News: Kicking off the fall holiday season is the ultimate cocktail, spirits and wine consumer tasting event -- Ultimate Blast! Taking place at the Marriott Marquis Hotel in New York City on Friday, October 14, this isn't one of those stodgy tastings but a tasting event in a gala, night-club setting attended by 2,000 enthusiastic consumers, media and trade guests. Ticket information coming soon. Save the date.

ABOUT ULTIMATE BEVERAGE CHALLENGE

About Ultimate Beverage Challenge: Ultimate Beverage Challenge (UBC) provides expert evaluation of spirits, cocktails and wines for producers, importers and marketers through its three innovative annual competitions - Ultimate Spirits Challenge, Ultimate Cocktail Challenge and Ultimate Wine Challenge. UBC hosts a gala consumer, media and trade tasting event, Ultimate Blast, in NYC on October 14, 2011, to showcase the most noteworthy spirits, cocktails and wines.

Ultimate Challenges and Blast inquiries: info@ultimate-beverage.com, 1-347-878-6551.