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### Ultimate Beverage Challenge

Founded by spirits author, educator, and expert **F. Paul Pacult**, beverage industry veteran **David Talbot**, and managing editor of *F. Paul Pacult's Spirit Journal* **Sue Woodley**, **Ultimate Beverage Challenge** is the new state-of-the-art beverage competitions company. Ultimate Beverage Challenge's credo is integrity, method and credibility. Three competitions in 2010, Ultimate Spirits Challenge on March 1-3, Ultimate Cocktail Challenge on April 12-14, and Ultimate Wine Challenge on June 7-11, will kick off the inaugural year. For more information, go directly to [www.ultimate-beverage.com](http://www.ultimate-beverage.com).