



ULTIMATE SPIRITS CHALLENGE

NO SHORTCUTS. JUST HONEST, IMPARTIAL JUDGING.

Ultimate Spirits Challenge 2020

For the greater good of our community, our judges and personnel and to abide by guidelines as spelled out by federal and local health officials, Ultimate Beverage Challenge LLC is pausing the judging of Ultimate Spirits Challenge 2020.

Because of our dedication to the thoroughness of our rigorous methodology, USC is conducted at the UBC Evaluation Center over the span of several weeks each March and early April, not a rushed 2-3 days as with other competitions that do not have the luxury of operating their own facility.

Therefore, to uphold the strict USC principles as well as our responsibility to submitters, it is imperative that we now temporarily suspend the process to be able to arrive, as we have since 2010, at the industry's most unbiased, comprehensive, and useful results in the coming months.

TO BE CLEAR: USC 2020 will resume judging as soon as possible in 2020.

We assure all submitters that once the viral threat has abated in New York State and we receive the green light from health officials to reconvene judging will resume at full speed, with results soon to follow.

In the meantime, we appreciate your patience, understanding and support. We wish for safety for all our spirits industry colleagues and we look forward with great anticipation to resuming our examination of the world's finest spirits.

F. Paul Pacult, co-owner & judging director
Sue Woodley, co-owner
David Talbot, co-owner

March 18, 2020