



127 PITTSBURG ST. | DALLAS, TX 75207

January 10, 2020

For Immediate Release

Contact: Bree Binder  
John Barleycorn Awards  
214-377-3527 or [bree@barleycornawards.com](mailto:bree@barleycornawards.com)

## **2019 JOHN BARLEYCORN AWARD WINNERS ANNOUNCED**

**Dallas, TX** -- John Barleycorn Society of Spirits Writers & Marketers today released results for the 2019 John Barleycorn Awards Taste and Marketing + Design competitions.

The John Barleycorn Awards is a different kind of awards program which was created by writers and marketers to honor creative excellence in all aspects of the spirits industry - from formulating and distilling products - through innovative imaging, promotion, and sale of the products.

In the 2019 competition, there were several hundred entries from throughout the spirits industry. Entries came from a wide range of distillers from huge conglomerates like Brown-Forman and Beam-Suntory to new up and comers like Sagamore Spirit and Oak & Eden. Brands ranged from old mainstays like Jim Beam and Early Times to new products like Legent, Corgi Spirits Pembroke Gin, and Ireland's Five Farms Irish Cream Liqueur.

Each Taste entry was blind-tasted and scored on a 100-point scale for appearance, aroma, taste, and finish. Marketing entries were judged on creative excellence. Awards were determined based on points.

A complete list of winners and comments from judges can be found at [www.barleycornawards.com](http://www.barleycornawards.com).

**John Barleycorn Awards *honors the innovative distillers, writers, marketers, designers* who cultivate the fertile traditions of the spirits industry.**

Major Award winners were as follows:

*Large Distillery of the Year- Heaven Hill*

*Small Distillery of the Year-Sagamore Spirit*

*Marketer of the Year- Hanna Lee Communications*

*Spirits Personality of the Year- Fred Minnick*

*Best Whiskey-Sagamore Spirit Cask Strength Straight Rye Whiskey*

*Best Vodka-Spirits of the USA Legends Vodka*

*Best Gin-Corgi Spirits Earl Grey Gin*

*Best Rum-The Florida CANE Distillery: El Encanto Silver Rum*

*Best Agave-Mi Rancho Añejo 100% Agave Tequila*

*Best Brandy-Sacred Bond*

*Best Liqueur-Five Farms Irish Cream Liqueur*

*Best Mixer-Taste of Florida Spicy Bloody Mary*

The Taste judging was under the leadership of noted author and spirits writer John McCarthy who oversaw some of the world's top spirits writers. Judges included Leslie Sbrocco from NBC's Today Show and PBS, Wayne Curtis author of *And a Bottle of Rum: A History of the New World in Ten Cocktails* and well-known spirits and lifestyle writers Jack Robertiello, G. Clay Whittaker, Cary Jones, Tony Sachs, John D. McCarthy, and Susie O., founder of [SusieDrinks.com](http://SusieDrinks.com).