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For Immediate Release

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2021 JOHN BARLEYCORN AWARD WINNERS ANNOUNCED

Dallas, TX -- The John Barleycorn Society of Spirits Writers & Marketers today released results for the 2021 John Barleycorn Awards Taste and Marketing + Design competitions.

The John Barleycorn Awards is a different kind of awards program, 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 Spring 2021 competition, we received several hundred entries from throughout the spirits industry. Entries came from a wide range of distillers from huge conglomerates like Heaven Hill and Beam-Suntory to new up and comers like Sagamore Spirit and Barrell Craft Spirits. Brands ranged from old mainstays like Elijah Craig and Jim Beam to new products like Nashville Barrel Co Single Barrel Straight Rye Whiskey, Beaverkill New York Craft Vodka, and DE-NADA Tequila.

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.

The Taste judging is under the leadership of noted author and spirits writer John McCarthy who oversees some of the world's top spirits writers, as well as runs the BarleycornDrinks blog. Judges include Leslie Sbrocco, Fred Minnick, Jennifer Simonetti-Bryan, Robin Robinson, Wayne Curtis, Frank Caiafa, Jack Robertiello, G. Clay Whittaker, Tony Sachs, Brad Japhe, Rachel DelRocco Terrazas, Amanda Schuster, Susie O., Jackie Summers, and David Moritz.

Many of the winning distillers and brands will be featured during the upcoming year on the John Barleycorn Society's weekly BARLEYCORNDrinks blog (www.barleycorndrinks.com).

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

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