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For Immediate Release

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## **2021 JOHN BARLEYCORN AWARD FALL WINNERS ANNOUNCED**

Dallas, TX -- The John Barleycorn Society of Spirits Writers & Marketers today released results for the 2021 John Barleycorn Awards Fall 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.

The Fall 2021 competition featured hundreds of spirits from a wide range of distillers located throughout the world. Whiskey category winners include Elijah Craig Barrel Proof B521, Parker's Heritage Collection 11-year-Old Heavy Char Wheat, Uncle Nearest Master Blend Edition, Woodinville Cast Strength 100% Rye, Corsair Triple Smoke, Aberlour A'bunadh, Limavady, Macaloney's Peated Mac na Braiche, Takamine 8 Year Old Koji, Amrut Indian Single Malt, and Midnight Moon Apple Pie Moonshine.

Luna Blanco was named best tequila, Affinity Gin - best gin, Goodnight Loving - best vodka, Ron Abuelo Two Oaks - best rum, Branson Cognac XO - best brandy, and VICARIO Monk's Secret Liqueur was the top liqueur. Badger Claw Citrus Punch was best ready-to-drink.

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.

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

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A complete list of winners and comments from judges can be found at [www.barleycornawards.com](http://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. Judges include Fred Minnick, Jennifer Simonetti-Bryan, Robin Robinson, Wayne Curtis, Frank Caiafa, G. Clay Whittaker, Tony Sachs, Brad Japhe, Rachel DelRocco Terrazas, Amanda Schuster, Susie O., Clay Risen, Jonah Flicker, Susan Reigler, Susannah Skiver Barton, 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](http://www.barleycorndrinks.com)).