

November 2010

## **Bakon Vodka earns Gold Medal at prestigious BTI International Spirits Competition, scores 92 points.**

*The Worlds First Bacon-flavored Vodka continues to win fans and international awards alike.*

In just over a year Bakon Vodka, a bacon-flavored vodka most famous for its ability to enhance the Bloody Mary, has started to win the kudos of professional mixologists and liquor tasters.



### **Gold Medal – “Exceptional” - 92 Points**

*"Clear. Convincing aromas of fatty smoked maple bacon with a supple dryish medium body and a caramelized bacon, fig, and limestone finish. Mmm bacon. A must try for Bloody Marys."*

Of course, Bakon Vodka is an indispensable addition to the Bloody Mary. But Bloody Mary's are just the beginning – bartenders and home mixologists are discovering the new trend in “carnivorous cocktails”, and how the smoke and umami flavors of Bakon can bring out delicious new combinations in other cocktails.

The review is the most recent in a series of new praise by professional tasters. Bakon Vodka also won medals in 2010 from the BeverageWorld BevStar Awards and the SIP International Spirits Competition this year. It also was recently awarded a “Publisher’s Pick” and scored 93 points by Tasting Panel Magazine, the most widely circulated trade publication in the beverage industry.

The high quality potato vodka retails for around \$30 and can be found in many bars, restaurants and liquor stores Nationwide. Bakon Vodka is currently available in 26 states with plans to expand into 30 by early 2011. Detailed availability, recipes and other information are available on the company's web site [www.bakonvodka.com](http://www.bakonvodka.com).

### **About the BTI International Spirits Competition**

*The Beverage Testing Institute's International Review of Spirits is the oldest and most prestigious annual spirits competition in the United States. Throughout the year, the tasting experts at the Beverage Testing Institute (BTI) will invite select members of the trade to join them as panelists in blind tastings of specific categories of spirits. Major and boutique spirits producers and importers from around the world and across the country participate in the competition because they know that BTI conducts the most objective, consistent, and widely regarded spirits reviews in America. Millions of consumers look to BTI's spirits reviews when making their spirits buying decisions, and retailers and distributors across the US closely watch BTI's reviews when looking for products to carry. All products are tasted blind by a panel consisting of trained BTI staff and talented guest panelists from the spirits world. BTI uses a proprietary tasting methodology that assures accurate, repeatable results. Each product receives a score based on a 100-point scale and a tasting note.*