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### **Go For Gold: Southern Comfort Black Recognized As Gold Medalist at 2021 American World Whiskies Awards**

**NEW ORLEANS, LA. (Mar. 18, 2021)** – The Sazerac Company’s Southern Comfort Black was recently awarded a Gold Medal at the [2021 World Whiskies Awards](#), presented by [Whisky Magazine](#). A complement to Southern Comfort Original, Southern Comfort Black was originally introduced by Sazerac in 2019 to offer fans a more robust, whiskey-forward profile.

Southern Comfort Black competed in the Flavored Whiskey taste category and won judges over with its subtle spice and fruity accents, standing out amongst other top-quality entries.

Whiskies in each category were subject to blind tastings in a three-round judging process to select, reward and promote the world’s best whiskies to consumers and trade worldwide. The winners from the American World Whiskies Awards 2021 will now compete with counterparts from all over the world, with global winners set to be announced later in March.

For more information about the World Whiskies Awards visit [www.worldwhiskiesawards.com](http://www.worldwhiskiesawards.com). Plus, stay up to date on the latest from Southern Comfort by visiting [www.southerncomfort.com](http://www.southerncomfort.com) or following Southern Comfort on [Facebook](#), [Instagram](#) and [Twitter](#).

#### **About Sazerac**

Sazerac is one of America’s oldest family owned, privately held distillers with operations in the United States in Louisiana, Kentucky, Indiana, Virginia, Tennessee, Maine, New Hampshire, South Carolina, Maryland, California, and global operations in the United Kingdom, Ireland, France, India, Australia and Canada. For more information on Sazerac visit <https://www.sazerac.com/>