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## **Frís Vodka Makes Global Waves As World’s Best Pure Vodka**

**NEW ORLEANS, LA. (Mar. 30, 2021)** – Judges declared Frís Vodka from the Sazerac Company the “World’s Best Pure Vodka” at the 2021 World Vodka Awards—a global competition featuring various top-quality entrants as part of the prestigious World Drink Awards.

Competing in the Pure Vodka category of the competition, the taste of the Sazerac Company’s Frís Vodka was highlighted as a global standard amongst other high-grade entries. Unlike other vodkas, Frís Vodka is distilled four times and utilizes a unique Freeze Filtered Process that removes impurities, creating an exceptionally clean and crisp taste.

Traditionally, the tasting process takes place in London, as part of the World Drinks Awards program. However, the selected panel of international industry experts was able to complete all tastings from home this year; to ensure the safety of all involved, while still upholding rigorous judging standards. The World Vodka Awards are the global awards selecting the very best in all the international recognized styles, to award and promote the world’s best vodka to consumers and trade across the globe. For more information about the World Vodka Awards visit [www.worldvodkaawards.com](http://www.worldvodkaawards.com)

### **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/>