



Contact:

Navji Dixon
Public Relations Coordinator
ndixon@sazerac.com

Southern Comfort Black Named Double Gold Medalist at 2021 San Francisco World Spirits Competition

NEW ORLEANS, LA. (May 25, 2021)—Southern Comfort Black was recently awarded a Double Gold Medal at the 2021 [San Francisco World Spirits Competition](#). 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 taste category and won judges over with its subtle spice and fruity accents, standing out amongst 3,500 other top-quality entries from all corners of the world. The Double Gold Medal signifies that Southern Comfort Black received Gold medal ratings from every member on the judging panel during the judging process.

“Each year the San Francisco World Spirits Competition gets more and more recognition across our industry and attracts top-notch brands to enter and compete amongst each other. We are both honored and humbled to receive a Double Gold medal for Southern Comfort Black, and hope this recognition will encourage new and existing consumers to experience our whiskey in their favorite cocktail recipes,” said Tiffany Wilburn, brand director at Sazerac Company, Inc.

For more information on the San Francisco World Spirits Competition, visit [sfspiritscomp.com](#). Plus, stay up to date on the latest from Southern Comfort by visiting [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/>