



Contact: **Kristie Wooldridge**
Public Relations Associate Manager
kwooldridge@sazerac.com

**Platinum 10X Vodka Named Highly Recommended at the 2021
Ultimate Spirits Challenge**
Also Listed as a Great Value for Consumers

LOUISVILLE, KY (Aug. 17, 2021) – Platinum 10X Vodka from the Sazerac Company was deemed “Excellent, Highly Recommended” by judges at the 2021 Ultimate Spirits Challenge. In this year’s competition, a record-number of spirits entries were evaluated on a 100-point scale by esteemed panels made up of industry experts. In addition to its score of 92, Platinum 10X received recognition for being a Great Value, a distinction given to products that have a favorable score/price relationship.

Platinum 10X is distilled an impressive 10 times from the highest quality American grains. Utilizing column & pot distillation allows for a more pure distillate that delivers a smooth drinking experience every time. Tasting notes from this competition took notice of the consistent quality stating that Platinum 10x, “Pours a shimmering transparent hue and shows an enticing aroma of vanilla-laced cereal grain, green banana, dried ferns, custard, and white flowers. Rich texture of creamed corn shows initial sweet tones before a clean, dry finish.” For more information on the Ultimate Spirits Challenge and a full list of results, visit www.ultimate-beverage.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/>