



Contact: **Kristie Wooldridge**
Public Relations Associate Manager,
Communications
Sazerac Company
kwooldridge@sazerac.com
502-783-5652

Sazerac Rums and Vodkas Sweep Five Silver Medals at 25th Annual International Spirits Challenge

LOUISVILLE, KY -- (Dec. 16, 2020) – Three Sazerac rums and two Sazerac vodkas took home Silver Medals in their respective categories at the 25th annual International Spirits Challenge. Black Magic Spiced Rum, Myers’s Original Dark Rum, Cane Run Estate Rum, Platinum 7X Vodka and Platinum 10X Vodka are the newest award winners from the Sazerac family. These awards were only given to brands that saw exceptional success in the blind tasting process.

The Tasting Awards were held over 12 days of intense blind tastings by panels of more than 50 respected industry professionals. Samples were delivered to the judges in flights of numbered tasting glasses to ensure accuracy. Each judge assessed the products according to age, region and variety, which is determined by the entrant and verified by the chairman.

Black Magic Spiced Rum was recognized in the Spiced Premium sub-category of rum recognition. Myers’s Original Dark Rum earned its award in the Unaged Dark Blended – Premium division. Cane Run Estate Rum’s Silver came in the Unaged White – Standard category.

Both versions of Platinum Vodka, the 7X and 10X expressions, were honored in the Vodka – Corn sub-category of competition.

The International Spirits Challenge received more than 1,700 entries from nearly 70 countries around the globe in this, its 25th anniversary year. Results from the 2020 International Spirits Challenge can be found at www.internationalspiritschallenge.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, please visit www.sazerac.com.

– ### –