



For Immediate Release
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PR%F Awards & PR%F Awards Design Distinctions
Extends Categories to Offer Awards Potential to Rising Spirits Groups

Newly Added Categories: Women-Owned Brands, Organic, Kosher, Garnish, Novelties, Ice Cream, Popsicles, Frozen, Slushy, Gelatin Shots, Ready-to-Drink, and Herbal/Botanical Liqueurs

LAS VEGAS – April 20, 2019 – The [PR%F Awards](#), an international & domestic spirits brand competition has extended its categories to better award accolades to many new spirits brands in emerging divisions.

Newly added PR%F categories include: Women-Owned Brands, Garnish, Novelties like ice cream, popsicles, frozen/slushy, Gelatin Shots, Ready-to-Drink, and Herbal/Botanical Liqueurs. In addition, each specific spirits category will now offer entries for both Organic and Kosher.

“The desire to get the word out that a spirits brand is certified Kosher or Organic became quickly apparent during the beverage trade show run this past month,” said Michele Tell, executive director of PR%F Awards. “And we are listening. We added Kosher and Organic to all main categories and a list of incredible frozen and novelty spirits so that we can provide a platform for all spirits industry to be awarded a PR%F medal and mainly, to get these emerging spirits brands in front of judges who are decision makers in the industry,” she said. “In addition, we have found an incredible growing number of women-owned brands, and we believe a category to honor our women owned spirits is paramount and now available in the 2019 PR%F Awards,” she said.

The **PR%F Awards** platform is designed to crown the top Spirits & Liquors from around the world through industry review and acknowledgement. All winning brands

will receive the distinguished **PR%F Award** medal and industry accolades that come with being awarded by a world-class panel of Spirits decision makers. In addition, the **PR%F Design Distinctions** will award the most creative and effectual labels, point of sale and packing. All winning brands will receive an eminent **PR%F Award** medal, and a comprehensive marketing package by a world-class panel of Spirits Industry experts from across the globe. <https://proofawards.com> In addition, our presenting sponsors Food & Beverage Magazine and F & B Podcasts Network launch an extensive media program for all winners following the competition.

The **PR%F Awards** will take place June 16-18, 2019 in Las Vegas with a prestigious panel of judges that are regarded as the leaders of the spirit industries and play a key role as the decision-makers for distribution, retail and purchasing. All spirits are evaluated in NEAT, our official judging glass, scientifically designed to deliver the best aromas for evaluation and enjoyment.

The sequestered and private judging process will be 100% double-blind for the preliminary rounds (bronze, silver, gold, double-gold, Century) all the way to the final sweepstakes round which determines Best of Show winners in each main category. All 100 point perfect scoring brands will become the honored recipient of the #Century Distinction by the **PR%F Awards**.

The PR%F Design Distinction Awards will be held simultaneously to honor the best and most creative and powerful labels, packaging and point-of-sale program headed by top advertising, marketing and design experts from across the United States.

Following the three-day tasting and design competitions, the private, unedited and unbiased “tasting notes” on each entry will be provided to all entrants casting insights from all members on each the panel.

The 2019 **PR%F Awards** is presented by *Food & Beverage Magazine* (10 million monthly readers noted by Amazon’s Alexa rating system, and noted as the most progressive resource in the F&B industry); the medal winners will be announced and showcased in several upcoming issues of *Food & Beverage Magazine* starting July 2019 as well as broadcasted on Food & Beverage Podcast Network.

In addition to receiving decorative medals and honors/certification, and a comprehensive marketing package, the selection of winners will be included in an extensive visibility program, including a detailed press distribution campaign to industry trades, and will also be showcased to a variety of distributors and industry experts via trade shows, podcast broadcasts, press distribution and social media.

About The PR%F Awards and PR%F Design Distinctions

The PR%F Awards is the premiere spirits awards program and PR%F Awards Design Distinctions is headquartered at 3900 Hualapai Avenue, Las Vegas, Nev. 89123. The competition will be held June 16-18, 2019. www.proofawards.com

About Food & Beverage Magazine

Food & Beverage Magazine is the premiere worldwide destination multi-platform medium for global restaurants and hospitality, ideas trends, and quality – located at 1930 Village Center Circle, #3197, Las Vegas, Nev., 89134 www.fbmagazine.com

About Food & Beverage Podcasts Network

Food and Beverage Magazine is expanding its universal multi-medium platform to include the new **Food & Beverage Podcasts Network** featuring dozens of modern podcasts designed to give the discerning foodie a new group of “in your face restaurant & beverage gurus” to feast on. Current top shows include: A Fork on the Road with Comedian Mark DeCarlo and James Beard Award-Winning foodie host Jennifer English; The Art Mann Podcast – world renowned expert in drunken travel; Rogues on the Road Matt “the science teacher turned distiller” & Rich the “Brit” discuss food, travel, booze and everything in between; The Hangover Takeover with The Standby Gypsy & Juju the Model host a podcast with off-the-cuff banter on today’s headlines over drinks. www.fbpodcasts.com

About Good Spirits Distributing

Good Spirits Distributing is a premiere distributor in Las Vegas and Reno, Nev. specializing in craft spirits, beer & wine located in Las Vegas at 880 Wigwam Parkway, Suite 130, Henderson, Nev., 89014. www.goodspiritsdistributing.com

About Constellation Catering

Constellation Catering is a progressive full-service liquor catering & special events company in Southern Nevada and holds liquor and alcohol concession licenses in Las Vegas, Clark County, Henderson and North Las Vegas. www.constellationcatering.com

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