



For Immediate Release
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PR%F Awards & PR%F Awards Design Distinction 2020
Portal for Entries Is Now Open, Expands with Wine Categories

Private Judging Competition Set For July 26-27, 2020

LAS VEGAS – October 21, 2019 – The [PR%F Awards](http://www.proofawards.com), an international & domestic spirits brand competition is now open for registration. Designed to award accolades to many emerging brands & established favorites, the PR%F Awards platform is designed to bring visibility to its spirits brands with a “buyers only” judging platform and partnership with the industry’s leading food-beverage-lifestyle publication, *Food and Beverage Magazine*.

The **PR%F Awards** private competition will take place July 26-27, 2020 in Las Vegas with a prestigious panel of judges, regarded as top of their trade in the spirits industry. Each judge plays a key role as top decision-makers for distribution, retail and purchasing. *And now, PR%F Awards will be including wine entrants.*

To enter the **PR%F Awards**, visit www.proofawards.com

“We are pleased to announce the annual PR%F Awards competition is set for July 2020 in Las Vegas,” said Michele Tell, executive director of PR%F Awards. “We listened to what our entrants wanted, and many asked for us to extend our categories to include wine. In 2020, PR%F Awards will offer a selection of wine categories that will be tasted by a panel of wine-buyer judges as we continue to create and honor the world’s top beverages with our 100-point **PR%F Awards** proprietary judging system,” she said.

The sequestered and private judging process will host a double-blind tasting for the preliminary rounds (bronze, silver, gold, double-gold, Century) all the way to the final sweepstakes round which determines our top winners in each main category. All 100-point perfect scoring brands will become an honored recipient of the **PR%F Century Award** and will join the established **PR%F Award's** Family of Century Award-Perfect Scores from 2019 – Hardy Legend 1863; Michel Couvreur Candid; Galliano Aperitivo; Anna's Kitchen Shrub Apple-Cider-Ginger; and Anna's Kitchen Shrub Cranberry-Mint.

PR%F Awards Design Distinction will be held simultaneously - on its own awards platform - featuring artists and creative judges and lead by Pop Culture Worldwide Artist Michael Godard - to honor the best and most creative, powerful labels, packaging and point-of-sale creative for the beverage industry.

“Last year’s event featured our judges – all buyers from 14 different states across the US, activating many amazing spirits placements following the PR%F Awards program – such as **PR%F Award** 100-point perfect scoring Hardy Legend 1863 being placed on all Delta Airlines Sky Club menus worldwide,” said Michael S. Politz, publisher/founder of *Food and Beverage Magazine*, the presenting sponsor of PR%F Awards. “In addition, Damrak Gin, a silver winner, also highlighted on the Delta Sky Menus, and several other brands. To name a few, Dented Brick, Snowy River Cocktails, the world-acclaimed band - Slip Knot #9 Whiskey (sold more than 2,000 cases since the awards program), Third Eye Blind’s Stephen Jenkins’s Tequila Summer Gods and many more, found their way into distributors across the country. We are committed to not only bringing visibility to emerging spirits in our beverage industry, we are also opening doors to put these brands onto shelves and into the hands of consumers,” said Politz.

“Last year we saw an influx of tequila, flavored whiskeys and canned cocktails enter the **PR%F Awards**,” said Politz. “This year the trends not only point again to canned cocktails, whiskeys and tequila, but also Cachaca, Rums, Pisco, Shochu, Baiju and Mezcal should make a huge mark in the spirits world. It’s exciting to be on the forefront of tomorrow’s top sellers and the emerging sought-after skewers in the spirits industry,” he said.

The **2020 PR%F Awards** is presented by *Food & Beverage Magazine* (12 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* issue and the final special magazine announcing in September 2020 as well as broadcasted on various New York and Los Angeles based podcasts featured on the Food & Beverage Podcast Network.

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

The PR%F Awards is the premiere spirits awards program held annually in Las Vegas at 10845 Griffith Peak Drive, Floor 2, Las Vegas, Nev 89135 www.proofawards.com 1-888-959-7260

About Food & Beverage Magazine

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

About Delta Sky Clubs

Where fresh & healthy food, great amenities and the industry’s most innovative beverage program puts the pleasure back into travel. Stop in to one of 53 locations to relax and recharge and enjoy one of our handcrafted cocktails.

<https://www.delta.com/us/en/delta-sky-club/overview>

About Food & Beverage Podcast 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: Academy Award Winner DJ Paul “Mafia Radio”, and “Drink Up with Richie T”, 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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