



2020 PR%F Awards – Spirits & Wine Competition

Judging Competition Dec. 1 & 2, 2020

The ONLY International Spirits Competition that moves brands forward in the marketplace.

The PR%F Awards Proprietary 100 Point System®

Bronze – Daily Drinker (70-79)

Silver – Praise (80-89)

Gold – Highly Recommended (90-95)

Double Gold – Superlative (96-99)

Century Award – Must Attain a Perfect Score – (100)

PR%F Awards sequesters judges from across the United States for a two-day private tasting experience in Las Vegas – Each judge is a key decision maker in the spirits/wine industries. Each judge is a buyer, a distributor, a hospitality industry leader with buying and decision-making capability. When you enter the PR%F Awards, right out of the gate – buyers and decision makers taste your brand!

PR%F Awards is open to all spirits brands – domestic or international, emerging or established favorites. With more than 100 categories to enter including all major liquor classifications, novelties, mixers, CBD infused spirits and waters, energy drinks, frozen concoctions and canned cocktails – if you don't see your category, call us!

All winners will receive a coveted PR%F Award medal, a press release template, massive social media posts including PR%F Award framed graphics announcing that you entered, and winners, ability to use the PR%F Award logo and materials (no added licensing fees to use our graphics), and inclusion in *Food and Beverage Magazine* – now reaching more than 12 million readers monthly.

Want to win a medal for your creative label, bottle design or point of sale materials? Check out PR%F Awards Design Distinction program – happens simultaneously with the PR%F Tasting Awards.

Enter Today. www.proofawards.com

All spirits must arrive at Opulent Wines & Spirits – no later than Nov. 1, 2020 – 5 p.m. to be entered.
Opulent Wines & Spirits. 4691 S. Valley View Blvd., Las Vegas, NV 89103

Three (3) bottles must be sent in for PR%F Tasting Competition.
One (1) bottle must be sent in for PR%F Awards Design Distinction.

#ProofAwards2020