



## 2021 PR%F Awards – The Original Buyers Competition

A Spirits, Wine & Beverage Competition where all of the judges are buyers from across the US

Powered by Food & Beverage Magazine, Delta Sky Club®, Green Valley Ranch

**Registration Dates: February 16, 2021 – August 21, 2021**

**Private Judging Competition: September 21 & 22, 2021**

**Entrant Fee:** \$495 per entry/brand\* **We request (3) bottles per entry**, minimum 750ml or equivalent.

*\*Includes entrance into two competitions – PR%F Awards Masked Tasting Competition and PR%F Awards Unmasked – The Total Package Competition*

*We are also offering a specialty package which will include entry into both PR%F Awards competitions as well as a seven-minute streamed video on PR%F Live! hosted by James Beard Award Winner Jennifer English. In this video, Jennifer will conduct an in-depth interview with the brand maker about their brand. This is distributed to all PR%F Awards outlets and is given to the brand for your own personal use. For more information about this outstanding opportunity & pricing, contact [proofawardsvegas@gmail.com](mailto:proofawardsvegas@gmail.com).*

**All spirits must arrive at Opulent Wines & Spirits no later than Aug. 21, 2021 at 5 p.m.\***

Opulent Wines & Spirits. 4691 S. Valley View Blvd., Las Vegas, NV 89103 – **Attn:** The PR%F Awards

*\*If you already have distribution in Nevada, please contact your distributor directly to arrange for shipment to Opulent Wine & Spirits.*

**International Entrants:** If you are an international entrant without an importer to the US, contact our exclusive importer PARK STREET at [competitions@parkstreet.com](mailto:competitions@parkstreet.com) to arrange for import to the US.

**Please contact us at 1-888-959-7260 or [info@proofawards.com](mailto:info@proofawards.com) for more information.**

**We make every effort to respond within 24 hours.**

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 buyer and decision maker in the spirits/wine industries. Our judges – all buyers – come from different facets of the industry: distributors, retail, restaurants, bars, nightclubs, resorts, airlines, liquor stores, box chains, and online distributors. 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.

All winners receive a coveted PR%F Award medal (one for tasting, one for total package, if points merit a win); 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 14 million readers monthly.

**#ProofAwards2021    #ProofAwardsUnmasked**

[www.proofawards.com](http://www.proofawards.com)