

Two Competitions. One Price.

PR%F Awards

**MASKED**

The coveted double-blind  
tasting competition

The original world-class,  
credible, double-blind tasting  
competition with buyers from  
across the US rating spirits,  
wines, and beverages in a  
100-point rating system.



After the double-blind tasting,  
judges will evaluate each brand  
unmasked. Judges will see and  
feel the bottle, can, or product,  
read the ingredients, hear the  
story, and see the overall  
marketing package.

- The Taste -
- The Look -
- The Feel -
- The Story -

PR%F Awards

**UNMASKED**

The total package competition

Private judging competition is  
July 2022 - Las Vegas

Enter your brand today.  
[www.proofawards.com](http://www.proofawards.com)