



Worldwide Beverage Competition Accepts New Entries

September 15, 2010 – Genève, Switzerland –The [World Beverage Competition](#) (WBC) and related competitions [World Wine Competition](#), [World Spirits Competition](#), [World Beer Competition](#), known as “The World’s Largest Beverage Competition”™ began accepting applications for participation in the 2010-2011 competition. The competition organizers expect a large and diverse participant base this year, as last years entries exceeded 10,000 brands, with this year expected to be much the same; especially with the additional categories added to increase participation and broaden the reach of the competition, which has been an ongoing concern since 1991 and is considered the Premier Beverage Recognition Event and the most Prestigious Beverage Competition in the World.

Small and mid-sized beverage brands compete in a fair and honorable double-blind taste test alongside major beverage conglomerates such as Dannon®, Bacardi®, PepsiCo®, Liquor Group®, China Mist Teas®, E&J Gallo® and Diageo® for the honor of being adorned with awards from the World Beverage Competition. The tradition continues as an expanded number of beverage categories were added to cover the full spectrum of products available in the world today including: Dairy, Energy Drinks, Water, Soda, Sports Drinks, Dietary Beverages, Powdered Drink Mixes, Juices, Coffee, Tea, Wine, Spirits, Liqueurs, Cider and Beer.

All products submitted to the World Beverage Competition are taste tested by a panel of Judges who...

...are industry professionals from 6 different continents; not celebrities, beverage retailers or public figures whom may show partiality towards a particular brand.

...are not divulged to the public, to avoid undue influence from brand owners and the media, which results in issues of credibility for the competition.

...do not see the packaging or know the brand-name prior to documenting and submitting their tasting scorecards.

International Media partners are selected to offer in-depth coverage of the event, as well as publicity for the competition winners. The familiar stringent judging regimen and global brand participation assure a year of excitement for award winning participants!

Integrity, prestige, honor and success are words best used to describe the effect that competitors enjoy once awarded by this time-honored competition; founded on the principle that beverages ought be judged not by the strength of their marketing but rather on their quality and innovation. Beverage brand owners spanning the globe have the chance to compete on an even playing field.

For more information on the WBC, email Info@BeverageCompetition.com or visit www.BeverageCompetition.com, www.SpiritsCompetition.com, www.WinesCompetition.com or www.BeerCompetition.com

