

World Beverage Competition opens the window to new participants

September 15, 2011 - Genève, Switzerland

The World Beverage Competition (WBC) opens its doors to new participants for the 2012 competition slated for November 2011. The competition with its' distinguished history is expecting a far larger and more diverse participant base this year. Most years the entries exceed 10,000 brands with this year is expected to be much the same.

All of the World Beverage Competitions are now judged simultaneously including the World Spirits Competition (www.SpiritsCompetition.com), World Beer Competition (www.BeerCompetition.com), World Wines Competition (www.WinesCompetition.com) and World Beverage Competition (www.BeverageCompetition.com).

This years entries are expected from all parts of the globe: Argentina, Australia, Belize, Canada, Chile, China, Colombia, Ecuador, France, Germany, India, Indonesia, Ireland, Italy, Jamaica, Kenya, Korea, Laos, Latvia, Martinique, Mexico, Mongolia, Netherlands, New Zealand, Panama, Polynesia, Puerto Rico, Scotland, South Africa, Spain, Sweden, United Kingdom and the United States.

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.

Several Media partners are being selected to offer in-depth coverage of the event, as well as publicity for the competition winners. The familiar stringent judging regimen of the World Beverage Competition and the global brand participation assure a year of excitement to come!

For more information on the WBC, email us at: Info@BeverageCompetition.com or visit www.BeverageCompetition.com