



**For Immediate Release**  
**July 1, 2019**

**2019 PR%F Awards & PR%F Awards Design Distinctions**  
**Announces Winners**

*Seaside Grown Wins GOLD Medal in 2019 PR%F Awards-Las Vegas*

Frogmore, South Carolina - July 1, 2019 – More than 30 spirit industry leaders and upwards of 500 spirits brands participated in the inaugural [PR%F Awards](#) and PR%F Awards Design Distinction during a two-day blind-tasting point-rating competition in Las Vegas June 16-18, 2019.

Our brand Seaside Grown was awarded a GOLD medal at the 2019 PR%F Awards, a spirits competition designed to crown the leading spirits with accolades, recognition and an entryway into the marketplace. The event was held at Tivoli Village in Las Vegas.

The awards competition was open to spirits brands, domestic and international, with nearly 100 categories to enter. In addition, a selection of spirits brands also participated in a design award program to crown top labels, bottles and creative marketing. All spirits were rated on a proprietary 100-point system crowning medals to those who scored 70 points or above. (Bronze: 70 – 79 (Daily Drinker); Silver: 80-89 (Praise); Gold: 90-95 (Highly Recommended); Double Gold: 96-99 (Superlative) and Century Award: 100 Points-A Perfect Score (Highest Honor, Unparalleled, Peerless.) All spirits were evaluated in NEAT, the official judging glass, scientifically designed to deliver the best aromas for evaluation and enjoyment.

“It was an remarkable two days of introducing new spirits brands to buyers and collectively discussing the current trends of the beverage industry with the most talented minds in the industry,” said Michele D. Tell, Executive Director of the PR%F Awards. “We are honored to have crowned so many brands with medals and accolades, and to honor the top five rated as ‘perfect’ with a Century Award,” she said. “We look forward to continuing our PR%F Awards program in the Summer of 2020.

The idea behind the **PR%F Awards** was to create an avenue to introduce spirits brands to key decision makers in the liquor industry, and therefore, all PR%F judges were mainstream liquor buyers, distributors, and industry leaders with buying decision capability. Our judges hailed from 11 different states and hospitality arenas – Delta Sky Clubs/Delta Airlines, Young’s Market Company, The Sugar Factory, Hard Rock International, Southern Glazer’s Wine & Spirits, Spec’s, Breakthru Beverage Group, Good Spirits Distribution, BevStrat, Inc., Liquid Distributors-GA, Burke Distribution, RLED, LLC, Caesars Palace, Boyd Gaming, Sheraton, ARK 1521, The Strat Casino Hotel & Tower, Downtown Project-DTP, Alicart Restaurant Group (Carmines Italian, Virgil’s BBQ), Giordano’s Pizza-Corporate and Marque Media.

“The beverage industry is ever-changing and we saw those trends firsthand with the amount of flavored whiskeys, ready-serve cocktails, gins and organic/kosher and health-based products that entered the PR%F Awards 2019,” said Michael S. Politz, publisher of *Food and Beverage Magazine*, title sponsor of the PR%F Awards. “I was especially pleased to see how many women-owned brands entered this year. It’s an exciting time to be a part of the beverage industry,” he said.

Three spirits and two mixers were crowned Century Award winners; each earning a perfect 100-point score – Hardy Legend 1863, Michel Couvreur Candid Malt Whiskey; Galliano L’Apertivo Italian Amaro Bitter; Anna’s Kitchen Cranberry Mint Shrub; and Anna’s Kitchen Apple Cider Ginger Shrub.

**The PR%F Design Distinction Awards** spirit entries – honoring the best and most creative and powerful labels were concurrently judged headed by a team of talented multi-media specialists with world-renown pop-culture

artist Michael Goddard and Artist Kai Delgado and a team of creative, advertising and design industry leaders.

For more information on PR%F Awards and PR%F Awards Design Distinction, visit [www.proofawards.com](http://www.proofawards.com)

**About The PR%F Awards and PR%F Design Distinctions**

The PR%F Awards is the premiere spirits awards program and PR%F Awards Design Distinctions is headquartered at 3900 Hualapai Avenue, Las Vegas, Nev. 89123. The competition will be held annually.

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

**About Food & Beverage Magazine**

***Food & Beverage Magazine*** is the premiere worldwide destination multi-platform medium for global restaurants and hospitality, ideas trends, and quality (10 million monthly readers noted by Amazon's Alexa rating system, and noted as the most progressive resource in the F&B industry); – located at 1930 Village Center Circle, #3197, Las Vegas, Nev., 89134

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