

North American
Bourbon AND Whiskey
Competition



The 2024 North American Bourbon and Whiskey Competition
Your Invited!



North American
Bourbon AND Whiskey
Competition

WWW.WHISKEYCOMP.COM

About Us

The North American Bourbon and Whiskey Competition (NABWC) was created in 2014 to identify and promote North America's best bourbons and whiskeys.

Considering this is the only competition in North America that is laser-focused on whiskey, winning a medal in the NABWC is a prestigious honor.

Only U.S. and Canadian-made whiskeys can compete for the coveted, laser-engraved NABWC "BEST OF SHOW" Barrel Head.



Laser-engraved NABWC "BEST OF SHOW" Barrel Head

A grayscale photograph of a man wearing a cap, leaning forward and smelling a glass of whiskey. The background is blurred, showing another person. The entire image is framed by a white border with decorative corners.

North American
Bourbon AND Whiskey
Competition

WWW.WHISKEYCOMP.COM

Competition



The NABWC uses a double-blind judging system and a 100-point scale to score entries. Our proprietary judge sheet is the most comprehensive in the beverage industry.

Some competitions receive many thousands of entries. The NABWC expects to receive three hundred entries this year. This allows our judges more time per product for initial and final evaluation.

Products Accepted:

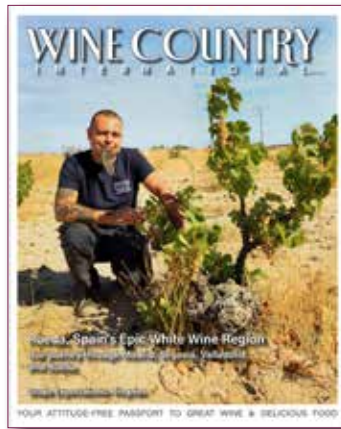
- Bourbon
- American Single Malt Whiskey
- Rye
- Blended Whiskey
- Tennessee Whiskey
- Canadian Whisky
- On-oaked Whiskey or Moonshine
- Special barrel-finished versions of all the above product types



North American
Bourbon AND Whiskey
Competition

Rest Your Whiskey, Not Your Marketing!

Benefits



- Lower entry fee, We are \$100 less than SF World Spirits™ with more features.
- Physical die-cast medals, Other competitions quietly dropped, sending physical medals. They give less and charge more.
- Royalty-free digital medal art, Other competitions charge a \$200 licensing fee for digital medals
- Actual scores and judge's notes, We will send you copies of the judge's score sheets upon request. The input from our judges will help your distiller make tweaks and improvements to your product.
- Follow-up article in Wine Country International® Magazine, Winners are listed in our magazine article, alerting more than 600,000 readers of the "Best Bourbon and Whiskey" list before the busy holiday buying season. Thirty-three percent of our readers say they love to drink Bourbon.
- Valuable After-Exposure in New Orleans. We are excited to be returning to New Orleans post-Covid restrictions. We will conduct the "Best Bourbon and Whiskey" trade and VIP consumer tasting in July 2024, in New Orleans during the same week as the "Tales of The Cocktail™ Festival." This is limited to Double Gold and Gold winners only. In some cases, we may request an extra bottle for the after-tasting. Winners do not need to be present. Winners may also opt out.
- Listing on Whiskeycomp.com, All winners are listed in our results section for future reference and research by the trade and consumers.



North American
Bourbon AND Whiskey
Competition

WWW.WHISKEYCOMP.COM

Dare to Compare?

Not all competitions are the same!

We understand that some people feel, competitions like the San Francisco World Spirits Competition, are a must-enter because it is “the oldest and largest”. However, the largest is not a redeeming feature.

	San Francisco World Spirits Competition	North American Bourbon and Whiskey Competition
Focused exclusively on North American Whiskey	No	Yes
Entry Fee	\$550	\$450
Bottles Required (750 ml)	2	2
Physical Medal Provided to Winner	No	Yes
Digital Medal Graphic Cost	\$200	Free
Judges Notes Provided Upon Request	No	Yes
Bottle Stickers Available for Purchase	Yes	Yes
After event in Nola celebrating Gold and DBL Gold Winners	No	Yes
Real cost of winning a Gold Medal (Entry fee plus Digital Medal Graphic Cost)	\$750	\$450



North American Bourbon AND Whiskey Competition

Past “Best of Show” Winners Include:

- Virginia Distillery Company Courage & Conviction
American Single Malt Whisky
- Col. E. H. Taylor, Jr. Straight Rye Whiskey
- Eagle Rare 10-Year Whiskey
- George Remus-Remus Repeal Reserve Series II
- Limited Edition Weller C.Y.P.B. Wheated Bourbon
- King’s Family Distillery Ryeconic
- North West Spirits Savor Spear Straight Bourbon Whiskey

For more info visit:
WhiskeyComp.Com

Questions?

Contact:

Christopher J Davies

CEO, Publisher and Competition Director

cdavies@winecountrynetwork.com

Mobile (720) 302-3666