



127 PITTSBURG ST. | DALLAS, TX 75207

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For Immediate Release

Contact: John McCarthy  
John Barleycorn Awards  
214-377-3528  
john@barleycornawards.com

## **FALL 2023 JOHN BARLEYCORN AWARD WINNERS ANNOUNCED**

**Dallas, TX** -- The John Barleycorn Society of Spirits Writers & Marketers today released results for the Fall 2023 John Barleycorn Awards Taste and Marketing + Design competitions.

The John Barleycorn Awards is a different kind of awards program, created by writers and marketers to honor creative excellence in all aspects of the spirits industry - from formulating and distilling products - through innovative imaging, promotion, and sale of the products.

In the Fall 2023 competition, we received several hundred entries from throughout the spirits industry. Entries came from a wide range of distillers from huge conglomerates like Heaven Hill and Four Roses to new up and comers like Pursuit Spirits and Kentucky Peerless Distilling Co. Brands ranged from old mainstays like Elijah Craig and Uncle Nearest to new products like M&O Spirits Black Bourbon Whiskey, Ernest by Papa's Pilar Rum, and Ojo de Tigre Mezcal.

Each Taste entry was blind-tasted and scored on a 100-point scale for appearance, aroma, taste, and finish. Marketing entries were judged on creative excellence. Awards were determined based on points.

A complete list of winners and comments from judges can be found at [www.barleycornawards.com](http://www.barleycornawards.com).

The Taste judging is under the leadership of noted author and spirits writer John McCarthy who oversees some of the world's top spirits writers, as well as runs the BarleycornDrinks blog. Judges include Leslie Sbrocco, Fred Minnick, Clay Risen, Jennifer Simonetti-Bryan, Robin Robinson, Wayne Curtis, Frank Caiafa, G. Clay Whittaker, Tony Sachs, Brad Japhe, Rachel DelRocco Terrazas, Amanda Schuster, Lou Bank, Zach Johnston, Emma Janzen, and Susan Reigler.

Many of the winning distillers and brands will be featured during the upcoming year on the John Barleycorn Society's weekly BARLEYCORNDrinks blog ([www.barleycorndrinks.com](http://www.barleycorndrinks.com)).

**John Barleycorn Awards *honors the innovative distillers, writers, marketers, designers* who cultivate the fertile traditions of the spirits industry.**

INFO@BARLEYCORNAWARDS.COM | WWW.BARLEYCORNAWARDS.COM