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**Mezcal Sin Pena is excited to announce the following important awards results:**

## **The 14th Annual New York International Spirits Competition and the 15th edition of SIP Awards 2023.**

**Mezcal SIN PENA - Double Gold at SIP Awards International Spirits Competition** held at California last May, 2023 and **Silver Medal at New York International Spirits Competition** held at NY.

**SIP Awards Celebrates its 15th Anniversary with an Unprecedented New Record.**

Irvine, CA, May 29, 2023 – The SIP Awards, the renowned consumer judging spirits competition, proudly commemorates its 15th year of spirits judging. With a legacy built on integrity, transparency, and unbiased evaluations, the SIP Awards continues to surpass expectations, setting new records and solidifying its position as the ultimate authority in beverage rating.

The 2023 SIP Awards witnessed an extraordinary surge in participation, attracting an astounding record setting **1,382 spirit and mixer brands from across the globe**. This remarkable number of entries demonstrates the industry's recognition of the SIP Awards as the pinnacle of consumer-focused competition. Winning a SIP Awards medal has become an accolade of tremendous significance, as the competition remains committed to maintaining the highest standards of excellence.

The SIP Awards; unwavering dedication to consumer representation sets it apart from other competitions. The esteemed judging panel, comprising over 310 spirit enthusiasts, assures a fair evaluation process devoid of industry bias. By leveraging consumer-based judges, the SIP Awards ensure that the voices and preferences of the spirit-buying community are genuinely represented. This unique approach not only empowers brands with invaluable consumer insights but also facilitates direct access to their primary marketing demographic.

### **New York International Spirits Competition.**

With more than 1,400 competitors from 39 countries and more than 50 categories, the competition was fierce and Mezcal SIN PENA shined, winning the silver medal with an impressive score of 93. **Our mezcal is applauded by high-end spirits buyers, reaffirming our dedication to quality and authentic craftsmanship.**

Judging was conducted by panels of a minimum of four qualified trade buyers. Our trade-only judging panelists work with spirits and their customers on a daily basis. They are a mix of restaurateurs, sommeliers, retail spirits buyers, distributors and importers. We try to assemble each judging panel with a mix of different disciplines so multiple viewpoints will be considered in the evaluation of the spirits.



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