



ASCOT AWARDS

AMERICAN SPIRITS COUNCIL OF TASTERS

FAQ

ASCOT Awards is an international spirits competition created by spirits personality and veteran tasting judge, Fred Minnick. The competition provides a unique opportunity for distillers to have their products recognized through Fred's podcasts, streaming shows, social media, news articles, newsletter, and festivals.

How Much?

Fees are \$475 for Taste categories, \$110 for single element Marketing + Design entries, and \$150 for Marketing Campaigns. If an entry is submitted in more than one category, an additional entry fee is required for each time it is entered. If you need an invoice for your entry/entries, please send us an email at info@ascotawards.com.

How Do I Enter?

Register— Upload your company logo, fill in a company description, and your social media information. All information entered during registration is the parent or entering company information. You will be asked to upload brand logos during the entry process.

Input your title of the entry. Input your title of the entry. Fill in the requested company information and choose a category. There is a three-step category process. You will be given a choice of the main heading such as Taste, or Marketing + Design, followed by a choice of sub-categories. For example, choices under Taste would be Whiskey, Gin, Rum, etc. The third level would be the category number you see in our list, for example, an age statement. Marketing + Design would also have their own specific selection choices. If all three category levels are not filled, the "Next" button will not populate and you will not be able to move on to the next stage of the entry process.

Proceed to checkout At checkout, you will be given the option to pay by check or credit card. If you click check, you can mail a check or go back into My Account later and pay with a credit card.

Upload Files. After checkout, if you are entering the Marketing + Design competition you will be given the opportunity to upload files, logos, and/or word documents for each entry. You can also revisit your entries on your My Account page at any time to upload additional files or edit project information.

Payment. Upon payment, you will receive an automatic email receipt and accounting of your entries.

How can I change my information or add more entries?

Through your My Account on our website, you can update a payment method, upload, edit, add to, or manage your account. (If your company name needs to be updated, please contact our support team via email)

How Can I Get A Receipt?

Receipts will be automatically emailed to the email associated with your account immediately after checkout.

How do I get my results?

At the moment your results are posted to your My Account, a notification will automatically be sent to the email address associated with your registration.

How Can I Get More Information?

During the entry process, there will be a Chat option at the bottom of the page. There is also additional entry information on our website. You can email us at info@ascotawards.com, or call 214-377-3528 to speak with one of our team members.

Why enter?

It's all about recognition. Recognition for you, others in your organization, and your product. Winning an award from a noted, third-party evaluator is an important confirmation that the product you are producing is honored by the spirits industry.

ASCOT Awards offers many tools for winners to promote their success, including a winner's list which features winning organizations and entry information. All winners have the option to purchase the ASCOT statuette for \$215.

How are the entries judged?

ASCOT Awards has two sets of judges. One group comprises spirits industry professionals carefully selected by Fred Minnick for their skills in the art of evaluating the taste, quality, and character of fine spirits. The other group consists of marketing professionals trained in the advertising, promotion, and marketing of spirits.

Entries are blind-tested and graded on a 100-point scale based on a series of criteria relating to appearance, aroma, taste, and finish. Top scores in each class will advance to a championship round where Fred and an expert in that specific class, will blind taste them and choose a champion during a live streaming event.

Marketing + Design entries are evaluated at random and given a score that will determine whether they are category winners. In most instances, there is no need for extensive explanations by the entrant. Work is judged on its own quality, creativity, and resourcefulness.

How many bottles or marketing samples do I need to send?

For Taste categories, each entrant should send two (2) 750 ml bottles or a total of 1500 ml per entry. For Marketing + Design categories like "Bottle Design," please send one (1) bottle per entry. Please include a printed copy of your entry receipt in your shipment. For Bottle entries please write on the boxes: "Sample materials, Not for resale. Glass enclosed."

Where do we send the samples?

Please send all samples to our processing center:

*ATTN: Entry Department
ASCOT Awards
127 Pittsburg St.
Dallas, TX 75207*

How do I get help with importing?

International entrants needing assistance with import into the United States, please contact our staff at info@ascotawards.com.

All samples must be shipped prepaid. The ASCOT Awards is not responsible and does not pay import or duty fees.

Please note all COLA waivers take 7-10 business days for the U.S. Treasury Department's TTB to send approval. We request you do not ship your spirits until you have the necessary paperwork.