



May 17, 2024

THE AMERICAN SPIRITS COUNCIL OF TASTERS ANNOUNCES MEDALISTS FOR 2024 ASCOT AWARDS

FINALS TO AIR ON SPIRITS NETWORK, JUNE 4TH

Celebrates four years of honoring the world's top spirits

See the full list of medal winners here: ascotawards.com/tasting/winners



Today (5.17), The American Spirits Council of Tasters, founded by renowned bourbon authority and spirits media mogul Fred Minnick, announces the medal winners of the 2024 ASCOT Awards, which honors the world's top spirits annually. This year, judges fielded more than 1,200 entries that included whiskeys, tequilas, bourbons and more.

52 judges blind-tasted each entry, determining the winners in the Double Platinum, Platinum, Gold and Honorable Mention categories. Top medalists were blind tasted again by 10 judges to determine Best in Show.

See the full list of medalists, here: ascotawards.com/tasting/winners

In addition to the tasting awards, brands were awarded in marketing and design categories including marketing/promotion campaigns, public relations, advertising, media, bottle, label and packaging design, social media and more.

This year's leading medalists included Sazerac with 46 medals, Heaven Hill Brands with 40 medals, Proximo Spirits with 33 medals and Luxco with 28 medals. Additionally, Pernod-Ricard earned 22 total medals and the most Double Platinums out of all entries (12), due to an impressive showing of its whiskey portfolio, and independent companies Dark Arts Whiskey House and Hard Truth Distilling showed out with 10 medals each.

The top-scoring spirits will move on to the championship rounds, where The American Spirits Council Of Tasters will select the Best In Category and Best In Class winners. The ASCOT Awards finals is set to air on [Spirits Network](#) on Tuesday, June 4th. Individuals can also tune-in on Apple TV and VIZIO WatchFree+ Channel 1089.

Founder Fred Minnick will take his personal top scores from the American whiskey categories to be entered for his annual Top 100 list, showcasing the top American whiskeys of the year. From the first round, his top personal scores were the Distillerium No Mans Whiskey Rye, Larceny A124 Barrel Proof, Epoch Reserve Maryland Straight Rye Whiskey, Ben Holladay Rickhouse Proof 6 Year Old Bourbon and Kentucky Peerless Small Batch.

For more information on The ASCOT Awards, visit ascotawards.com.

For more information on Fred Minnick, visit fredminnick.com.

###

Fred Minnick press page:
shorefire.com/roster/fred-minnick

For more information on Fred Minnick, please contact:
Rebecca Shapiro | Shore Fire Media | rshapiro@shorefire.com
Jaclyn D. Carter | Shore Fire Media | jcarter@shorefire.com
Olivia Troutman | Shore Fire Media | otroutman@shorefire.com
Nick Jurich | Shore Fire Media | njurich@shorefire.com
