



## PRESS RELEASE

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### **Mixed drinks and fruit wines set trends**

**The categories mixed drinks and fruit wines were the topic of the September tasting of the Meininger's International Spirits Award this year. Old favourites and surprisingly unconventional newcomers convinced the jury.**

The tasters of the Meininger's International Spirits Award were able to taste and evaluate almost 50 fruit wines and mixed drinks. Four of them were finally awarded gold and ten silver medals.

The demand for solid premix and "ready to drink" products and high-quality fruit dessert wines is high and has been rising steadily for years. The dynamics on the market and the quality of the samples submitted are correspondingly high. "Even though a visit to the bar can never be replaced, there are fortunately first-class premix alternatives for every taste," ISW tasting director Christian Wolf is pleased with the range represented in the tasting. Trendy categories such as Hard Seltzer or creative new developments in the premix sector provide a breath of fresh air, while in the fruit wines there is a long tradition of handcrafted products.

The gold medal-winning products are proof of the refreshing diversity on the market. With the **Ainoa Sametti Blueberry Dessert Wine**, a top product from Finland was awarded, which is able to convince both wine and liqueur lovers with its wonderfully integrated fruit sweetness.

**Bellini No. 1323 Pink Grapefruit** serves as a flagship for the category of flavoured wine-based cocktails and shows that here, too, it is possible to score points with harmonious natural fruitiness and balanced sweetness.

The **Captain Cook Spiced Rum & Cola** presents itself as a wonderful representative of the classic among mixed drinks. The taste is exactly what you would expect, with a pleasant balance of rum and cola flavours.

The surprise of the day was the **Loudr Slvr Cucumber Sour Longdrink** - the premix long drink with a striking green colour convinced with refreshingly unconventional cucumber and dill flavours and a well-integrated alcohol content of 10.1% vol.

All results can be found on the ISW site:

[www.meininger.de/en/spirits/tastings/international-spirits-award/results](http://www.meininger.de/en/spirits/tastings/international-spirits-award/results)



### **About Meininger's International Spirits Award ISW**

The international spirits competition was launched 18 years ago by Meininger Verlag. Until 2020, spirits experts from all over the world gathered once a year in Neustadt an der Weinstraße to taste and evaluate spirits of all kinds from all over the world. With the new orientation towards a monthly, theme-specific tasting format, the competition guarantees an even more detailed tasting and assessment of the submitted spirits by a proven jury of experts, now focusing specifically on special spirits categories.

Meininger's International Spirits Award ISW is one of the most important spirits competitions in the world today. With its tasting methodology, the competition sets new standards in the field of spirits evaluation. Based on the international 100-point scheme, the spirits are not evaluated comparatively, but individually according to appearance, smell and taste by a jury of experts without knowledge of the producer. In addition, the competition describes each tasted spirit sensorially in terms of the aromas and attributes typical of the respective competition category. From this, an aroma diagram is created that is comprehensible and understandable for distillers and consumers and gives a first impression of the flavour of the spirit.

Founded in 1903 in Neustadt an der Weinstraße, Meininger Verlag is one of the oldest German specialist publishers. The company specialises in particular in the wine and spirits sector. Internationally, Meininger Verlag has made a successful name for itself with the MUNDUS VINI Grand International Wine Award. In addition to well-known trade magazines, the media company organises trade fairs, industry events and trade congresses. The portfolio of Meininger Verlag also includes FINEST SPIRITS in Munich, the trade fair for premium spirits with an international festival character.

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