



Embargo 31st March 2023

Results Revealed for Inaugural World Alcohol-Free Awards

The results for the first ever World Alcohol-Free Awards are in after months of anticipation.

Hundreds of alcohol-free products, from wines, spirits and beers to teas, aperitivos and functional beverages, were put through their paces by panels of top tasters earlier this month. Judges from the US and Europe flew in to join their counterparts in the UK to judge the first ever international drinks competition exclusively focusing on products with alcohol levels of 0.5% ABV or below.

The World Alcohol-Free Awards received 400 entries from 20 countries and saw them judged by 28 eminent non-alcoholic specialist tasters from Europe, the US and the UK.

Competition Co-Founder & Director Chris Losh said, 'the buy-in from the trade around the world has been incredible with the sheer number and variety of products being entered far exceeding our expectations for this first year of competition.'

While sizable submissions for well-established categories such as beer and wine were expected, there were also notable entries (and Gold Medals) for less well-known products like shrubs, bitters and mead. The judges worked tirelessly to ensure every product was judged alongside the right mixers (where applicable), and in their respective categories. Each medal-winning entry was tasted up to 12 times by the panel who awarded 50 Golds, 61 Silvers, 84 Bronzes and 108 Commended.

With expert judges, an efficiently structured entry system, and specialised care for every product entered, the World Alcohol-Free Awards ensures that all alcohol-free beverages have the best opportunity to stand out.

Established by former Michelin-starred drinks buyer and non-alcoholic specialist, Chrissie Parkinson and respected drinks writer Chris Losh in 2022, the competition is already set to become a benchmark for alcohol-free drinks all over the world.

Winner's medals will be making an appearance on bottles from May onwards, and all Gold Medal winning products will be shown on the World Alcohol-Free Awards stand at the London Wine Fair in London (May 15-17). The final round of judging to decide the Trophy winners will take place over the next six weeks, with the 'best of the best' being announced in June.

Chrissie Parkinson concluded: 'We want the World Alcohol-Free Awards to become a recognised point of reference for Alcohol Free beverages worldwide - celebrating excellence, originality and progress within this space wherever we see it.'

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Notes to Editor:

Judging took place on Monday 6th and Tuesday 7th of March and the Gold, Silver, Bronze and Commended winners are now on the competition's website, www.worldafawards.com (Live from 31st March 2023)

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