



**INTERNATIONAL
DRINKS SPECIALISTS**
SINCERE EVALUATION & FEEDBACK

Thank you for using our services. We value your support and we are also here to build our relationship and to do our best to help you on a continuing basis. The following evaluation contains public and confidential parts and we trust that it will be a helpful tool in several ways.

Mapiru original pistachio and marzipan liqueur - 18 % ABV - November 2022

1. Public Tasting Note:

Bold and intense pistachio and marzipan with fine rum notes on the nose. Hints of milk and sugar sweetness, perfectly integrated. Silky and smooth texture, very creamy, almost like chewing a marzipan bar. Very well balanced sweetness with a lingering finish.

THIS SECOND SECTION OF THIS DOCUMENT AND ALL OF ITS CONTENT ARE FOR INTERNAL USE ONLY FROM THIS LINE BELOW PROTECTED BY A TWO WAY NON-DISCLOSURE AGREEMENT - NOT TO BE SHARED WITH EXTERNAL SOURCES OR THE PUBLIC.

2. The Confidential Feedback:

- Beautifully put together, very creamy on palate
- Nose is very intense and slightly artificial as some of our specialists suggested

Style/Classification: cream liqueur

Awards: We recommend that you consider entering international competitions around the world as your next step of exposure. Some might not sound relevant straight away, but a potential medal would elevate your brand from the similar brands in your area to a 'global level'.

THE MAIN BIG INTERNATIONAL ONES TO ENTER:

- **World Drinks Awards 2023** – <https://www.worlddrinksawards.com/login> - The WDA series is the most relevant consumer facing competition worldwide and we highly recommend participation. Use the discount code **Toby10!** at checkout when entering in order to get a 10% discount. Entries are now open so please do head over to their website at your earliest convenience.
- Consider the (ADI) American Distilling Institute's **Judging of Craft Spirits:** www.distilling.com This is a great platform for more modern spirits with a nice understanding of individuality and new flavours and ideas. A great competition for innovative producers and also nice to meet new distributors in the US. Any alcoholic beverage that is not already imported into the US will need to complete their free COLA Waiver Application & a FDA Prior Notice. Use code '**GORN2023**' to get a discount and save \$100 **per entry** from the non member's price and another \$50 when you enter before the Early Bird deadline.
- **Las Vegas Global Spirits Awards** - This is a fast growing and greatly respected award with a great opportunity to get route to market help as a winner. It is

considerably cheaper than the SFWSC and is a good investment and exposure in the US. <https://www.vegasspiritawards.com/> Use 'discount code **TOBY23**' for \$50 off on each of your entries or get the 3rd entry for half price or the 4th for free of charge. Entries open early 2023.

OTHER INTERNATIONAL AND NATIONAL COMPETITIONS TO ENTER:

- **Swiss Spirits Review** – This competition is a key to meeting local distributors and it is very prestigious given the level of the judges attending. Highly recommended. Please visit: www.spirits-review.ch for details and to start your entry procedure. There's a discount code **TOBY** for CHF15 off.
- **Michelangelo International Wine and Spirits Awards** - Based in South Africa, it is the most influential competition of the continent. To enter please visit <https://maiwsa.co.za/enter/>
- **Craft Spirit Berlin** - This is a highly regarded award for the more modern 'craft' distiller. <https://www.craftspiritsberlin.de/awards/> Please feel free to use the discount code **TOBY** to get €20.00 off on us.
- We also recommend the **Spirits Business** and Drinks Business **Global Masters Series** as a valuable and very professional series of competitions judged by many of our IDS specialists in person. <https://www.thespiritsbusiness.com/the-global-spirits-masters/>

ONE TO CONSIDER AS SOMETHING THAT CAN BE BENEFICIAL TO YOU:

- **Craft Distilling Expo:** we will be attending this. It is a very beneficial platform for distillers, producers and brand owners. For more details please see <https://www.distillingexpo.com/>

Please also feel free to get in touch with Tobias Gorn and the rest of the team for specific enquiries about competitions that you are considering entering as some others could be great for you but there are some that are just a waste of your resources. We are here to help and discuss this whenever you have a moment. We have a team of top judges with the latest insider information for you to benefit from.

Packaging design: playful label design and appropriate for the product, but a little on the minimal side. It goes well with the other liqueur in the range.

Serving suggestions: nice served cold from the fridge or on the rocks, but lovely at room temperature too

The Public Score (free to be shared publicly): 93 out of 100. Congratulations, this is a very good product that should easily achieve a mid- to top tier medal at any self-respecting competition. Think of at least a very high 'silver' or a 'gold' level, or a 2 out of 3 stars etc - but please note, all competitions are slightly different.



Our score badge is recognised by the industry and consumers, and products scoring over 85 points automatically get a free to use score badge artwork - as long as it is used in relation to the product it was awarded to. We recommend using this score badge device in your relevant PR, marketing and social media communications. Please let your relevant colleagues know that we can be tagged and the public tasting note quoted with these communications. We are under @internationaldrinksspecialists on LinkedIn, Facebook and Instagram and we use both #IDS and #internationaldrinksspecialists. Please let us know if you need any further help with this or anything else.