



# ULTIMATE SPIRITS CHALLENGE

NO SHORTCUTS. JUST HONEST, IMPARTIAL JUDGING

## Ultimate Spirits Challenge Guidelines for Use of Results

Unlike some other competitions, we do not restrict or charge for the use of our logos, scores, accolades and awards in your marketing and promotion; in fact, we welcome you to do so AT NO COST TO YOU. Here is a selection of the appropriate images in both print and Web friendly formats.

We ask that you follow our guidelines for use:

1. LOGOS. You may reproduce our logo for *Ultimate Spirits Challenge*, if it's associated with a product that was actually submitted and judged. This use can be 'evergreen', meaning if a product was judged once then our Challenge logo can be associated with it on an ongoing basis.
2. YEAR. The use of a specific accolade and/or score **should always include the specific year** the accolade and score was achieved. SCORES/ACCOLADES ARE APPLICABLE ONLY FOR THE SPECIFIC YEAR OF THE COMPETITION.
3. SPECIFIC CHALLENGE. Do not use the score alone -- include the words "*Ultimate Spirits Challenge* 2021 (or 2020, etc.)". You may also want to use the appropriate accolade that goes with the score, such as "Excellent, Highly Recommended".
4. CATEGORY. The use of the specific Challenge/Award/Accolade/Score should be specific to the appropriate category. Please see our results for the appropriate category designation.
5. AWARD DESIGNATION. The 'award' designation should be specific: the use of *Chairman's Trophy*, *Finalist* and *Great Value* may only be used by those products that actually achieved this recognition. These awards can use the 'icon' logo for the Challenge, with the appropriate year indicated.
6. PRODUCT DETAIL PAGE. Every product scoring 80 points and greater will have it's own detail page with bottle image, tasting note (when applicable), score, all awards, and direct links to download your customs certificate, shelf-talker, and award icons. Each page has it's own, unique web address. Simply copy the URL from your web browser and share it with the world.

We would be interested in seeing how you utilize this rating and accolade to further publicize and market your brand but Ultimate Beverage Challenge does not need to approve your marketing materials. Congratulations and thank you for your participation.