



The Winners of The Gin Guide Awards 2021 have been revealed in a highly anticipated announcement that has grabbed the attention of the spirits industry. In particular, the international diversity of the Winners has turned heads, as the popularity and quality of gins from emerging gin markets, from Slovenia to Japan, has reached new levels alongside a strong showing of Winners from the UK.

Hundreds of gins from over 30 countries around the world competed in The Gin Guide Awards 2021, in categories based on production methods, styles of gin, and countries of production, as well as Design & Branding and Environmental Sustainability. The Winners are selected through a rigorous blind tasting process conducted by an esteemed panel of distinguished gin experts, including spirits buyers for retailers, distillers, authors, and mixologists and managers from some of the world's top 20 rated cocktail bars. Each gin's appearance, aroma, flavour, mouthfeel, finish and overall quality and market appeal are assessed to determine the highest scoring gins, based purely on the spirit itself and with no influence from branding, marketing or country of origin.

Global awards shine a spotlight on the quality of British gins while international gins rise to the challenge in style:

Puddingstone Distillery in Hertfordshire took centre stage with the 'Distillery of the Year'

Award, alongside being Winners in the Navy Strength Gin, Old Tom Gin and Aged Gin categories. Henstone Distillery in Shropshire, Stockport Gin, and Broken Bones Distillery in Ljubljana, Slovenia impressively repeated the feat of being multiple Winners having done so in 2020, while That Spirited Lot Distillers from Queensland, Australia and Chew Valley Distillery near Bristol also achieved awards in more than one category. The number of Winners and highly commended gins from Italy has also attracted attention as Ginacria and Ginepraio were both category Winners, along with further Italian high scoring gins.

However, it was Welsh newcomer Afallon Môn Dry Gin that scooped the 'Best in Britain' Awards with exceptional scores from every Judge, while Broken Bones Old Tom Gin was named 'Best in Europe' and marks the first time that a continental award has been presented to an Old Tom style gin, after Broken Bones Distillery had won the same award in 2020 with their London Dry Gin. That Spirited Lot Distillers' Hawker Market Gin was named 'Best in Australasia' alongside Wolf Lane Distillery's Navy Strength Gin, Unit 43 Gin was awarded 'Best in Africa' for a 2nd year running, Etsu Gin from Japan scooped 'Best in Asia', and 'Best in The Americas' went to Kazuki Gin from Sheringham Distillery in Canada.

The full list of category winners in The Gin Guide Awards 2021 are listed below. Full details of winners, highly commended entrants and geographic high scorers for each category are available on The Gin Guide website, as well as the downloadable Winners Catalogue, contact and website details for each Winner, and a printable 'Winners Checklist' for gin lovers to tick off the gins as they try each of them:

<https://www.theginguide.com/2021-winners.html>

The Gin Guide Awards – The world's largest dedicated gin competition:

Now in its 5th year, The Gin Guide Awards is an independent, global celebration of the historic, diverse and growing gin industry. Recognised and respected by the trade and consumers alike for its rigorous and quality-focused approach, and industry-leading judging panels, The Gin Guide Awards serves to highlight the exceptional products, distilleries and people within the gin industry across the world. Keep an eye out for past winners displaying their Awards proudly on their bottles and packaging.

Head Judge Paul Jackson, the Founder and Editor of The Gin Guide, commented on The Gin Guide Awards 2021 and the standard of entries:

"The quality and diversity of gins has been absolutely remarkable. British gins and international gins alike showed the depth of skill in distillation and product development that exists in the industry and that is undoubtedly becoming more prevalent in emerging gin markets. Gins from new and growing markets hugely impressed the industry-leading judging panels and showed that gin can truly cross borders and be an exciting product in markets

across the world.”

“Huge congratulations and credibility go to all the Winners and Finalists. The Gin Guide Awards names a very small number of Winners in each category to ensure genuine exclusivity and to protect the value of the awards and its proven ability to guide trade and consumer buying decisions. It is why being a Winner in The Gin Guide Awards has become one of the most revered achievements in the industry and previous Winners have used their success to take their businesses to the next level. I very much look forward to seeing this year’s Winners enjoying the benefits of their achievements in the same way.”

The full list of Winners, Highly Commended gins and Best in Country/Continent Awards are available at:

- www.theginguide.com/2021-winners

To register your interest in The Gin Guide Awards 2022, visit:

- <https://www.theginguide.com/gin-awards.html>

- ENDS –

For information, interviews, written comments or any questions, please contact:
Paul Jackson – Editor, The Gin Guide: awards@theginguide.com

