

## **BECHEROVKA ORIGINAL WON BRONZE MEDAL IN AN INTERNATIONAL COMPETITION IN SAN FRANCISCO**

Prague, April **Xth, 2015** *Traditional Czech herbal liqueur celebrates another success abroad. The jury of independent tasters of an international competition in San Francisco - World Spirits Competition – awarded Becherovka Original the bronze medal in bitter liqueur category. Thus the producer from Karlovy Vary enriched its collection of significant international awards. Last November Becherovka won silver in London.*

Becherovka Original is popular herbal liqueur not only in the Czech Republic, but abroad too. Its second international success in last four months can stand for the proof. The 15<sup>th</sup> year of international World Spirits Competition, in which 1500 products competed, delivered a bronze medal to Becherovka. The products were evaluated by an international 41-member expert jury of mixology professionals, restaurant, hotel, and bar owners, journalists, and representatives of international alcohol producers.

*„We feel delighted by the international award. It stands for another confirmation of Becherovka’s outstanding quality and timeless taste, which has not changed since 1807. Thanks to these we continuously succeed abroad not only at the experts, but mainly at our consumers,“* Filip Větrovský, Brand Manager of Becherovka Original, says.



Becherovka is herbal and 100% natural liqueur without any chemical preservatives, artificial colours, and emulsifiers. It is made of celebrated Karlovy Vary water, high quality spirit, natural sugar, and secret mixture of herbs and spices.

Besides tens of various awards Becherovka Original has collected in its home country since 1871, there are surely extraordinary ones – the liqueur was listed among Czech Family Silver (Rodinné stříbro) brands in 2002 and joined the chart of world’s ten best alcoholic beverages by Lonely Planet tourist guide in 2011 and 2012. In 2013 Becherovka Original got, as the only Czech representative, a gold medal in a liqueur category of 10<sup>th</sup> ISW International Spirits Award competition.

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Enjoy Becherovka Original in your favourite bar or a restaurant or online at [Facebook](#) and [YouTube](#)!

For more information please contact:



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