



Silver Medal for Becherovka Original!

The Carlsbad liqueur has been awarded at an extremely prestigious San Francisco World Spirits Competition

Becherovka confirmed that its quality far exceeds the borders of the Czech Republic. It has managed to succeed several times among a huge competition, which annually gathers at the prestigious San Francisco World Spirits Competition. It has got a silver medal in the category of bitter liqueurs!

Producers of alcoholic beverages from all over the world came to the West Coast of the USA. They brought exactly 2253 products. The competition, which is considered to be the most influential in the world, has earned a new record thanks to this during its 17th year.

Due to its high prestige, the international jury puts extraordinary demands on the participants. It has a total of 46 members, including experts from the field of mixology, restaurant, hotel and bar owners, journalists and also representatives of international alcohol producers. Drinks are tasted with a blind test, the jury does not receive any other information about the alcohol in order to not be influenced. The success of Becherovka Original is all the more valuable.



Perfectly balanced flavour

“Every experienced expert can appreciate the perfectly balanced taste of bitter and sweet, where neither element beats the other. The specific flavour influenced by the purely natural herbal and spice composition has already found many fans around the world, and the silver medal just confirms its success,” says Jiří George Němec, a popular bartender and the global Brand Ambassador of Becherovka.

This is not the first success from San Francisco for the bitter-sweet liqueur. Becherovka achieved the greatest success last year when it was awarded the gold medal. In the previous years, it won both silver and bronze.

However, awards have been associated with Becherovka for many years. The first one came in 1871, when it won the silver medal from the Crafts, Industry, Agriculture and Forestry Exhibition in Cheb, and two years later, when it was followed by the first international award. And many others followed – including the most prestigious world titles.

Just for example: Becherovka has repeatedly ranked among the world's top 10 alcoholic beverages according to the Lonely Planet Guide. An exceptional success was the gold medal at the ISW International Spirits Award, where it won the gold medal as the only Czech representative among the competition of 600 brands from 46 countries.

Becherovka as an inspiration

This year, it is the second major trophy for the Carlsbad brand. The Czech Bartenders Association has recently selected Beton as the national cocktail, which got the beverage made of Becherovka Original and tonic into the prestigious IBA cocktail book that serves as an inspiration for bartenders around the world.



BECHEROVKA®

THE ORIGINAL SINCE 1807



You can enjoy Becherovka Original in your favourite bar or restaurant, but also on [Facebook](#), [Youtube](#) and [Instagram](#).

In case of interest, further information will be provided by:

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