

# Bain's Cape Mountain Whisky wins Whiskies of the World Trophy

At the International Spirits Competition (ISC), held recently in London, Bain's Cape Mountain Whisky won Whiskies of the World Trophy, one of only three whiskies in the category that featured many international brands, to have been bestowed a trophy.

The Whiskies of the World category includes all countries from around the world such as Ireland, the US, Japan, Australia and Taiwan, excluding Scotland. Bain's was one of only seven whiskies in this category to be awarded gold and in the final round of blind tasting; the whiskies all competed against each other for the trophy accolade.

The competition promotes quality spirits from around the world, with just over 1,300 entries judged from 70 countries. Entries are tasted blind by a panel of 50 international judges and scored based on aroma, appearance, taste and finish.

Master distiller, Andy Watts, says this award is a great acknowledgment for the quality of South African whisky. "Bain's is a success story for South African whisky. The multiple awards, praise from the international whisky community and interest from consumers around the world, is rewarding.

"When we launched this whisky in 2009 we set out to showcase the essence of South African whisky, set a benchmark for single grain in the world and highlight the strides that we have taken in our short history of making whisky in this country."



Andy Watts

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