

**Media Release**

**October 1, 2021**

**INDEPENDENT DISTILLERS CANADA ‘SHAKES’ UP GLOBAL SPIRIT AWARDS**

Independent Distillers Canada, a subsidiary of Asahi Beverages, has taken out 11 awards at The Spirit Business Awards 2021 including two Master Medals, the highest accolade, for its Mudshake brand.

The Spirits Business is a London-based online drinks trade publisher reaching over a million readers a month. The annual awards draw entrants from across the globe with Master Medals highly coveted.

Entries in this years’ awards were up 15% on 2020 while the number of companies that entered was up by 75%. Beverage producers from 56 countries took part in the awards which are being celebrated this month.

Independent Distillers Canada’s brands won the following awards:

* Mudshake Chocolate and Vanilla – 2 Master Medals
* Mudshake Salted Caramel – Silver Medal
* Alive – Two Gold and 1 Silver Medals
* Dos Locos – 4 Silver Medals

Independent Distillers Canada’s GM Andrew Amarant says the awards cap off an exciting period with the business currently celebrating 20 years.

“The team is ecstatic to have won these awards in a milestone year as we continue to grow by delivering outstanding ready-to-drink beverages specifically crafted for the North American market.”

Richard Cochrane from The Spirits Business says for Independent Distillers Canada to win awards for 11 out of its 13 entries is a very competitive competition is a “fantastic achievement”.

**ENDS**

**For more information please contact:**

Taryn Denman

Director of Marketing

Independent Distillers Canada

T: + 1-905-332-2760

M: + 1-647-857-1785

**About Independent Distillers Canada**

Independent Distillers Canada was established as a fully owned subsidiary of the Asahi Beverages group in 2001. Our core products include Vodka Mudshake®, Twisted Shotz, Dos Locos and Alive Vodka which are available through provincial liquor boards as well as private stores in Alberta and British Columbia. Independent Distillers Canada is in a bold expansion mode and focused on becoming a respected participant in the Canadian beverage alcohol market <https://independentdistillers.ca/>