



BEVERAGE
TESTING
INSTITUTE

SUPERIOR METHODOLOGY. MEASURABLE RESULTS.

We're the research, review and engagement company that has been helping alcohol beverage brands be better since 1981.

WHAT WE DO

We utilize exceptional methodology, proprietary tools, and decades of experience to offer research, development, and marketing services that protect large investments, elevate brand reputations, optimize market reception, and engage consumers.

Beverage Testing Institute (BTI) was founded in 1981 as the first international wine competition in the United States, adding beer, spirits, cider, sake, mead and more to the repertoire in 1994. Using industry-leading methodology co-developed with Cornell University and a one-of-a-kind approach to trade focus groups and sensory panelist recruitment, BTI's evaluations are so much more than a competition. Beverage Testing Institute has become the most comprehensive and reliable source for alcohol beverage product testing and professional reviews in the world.

We're the research, advisory and engagement company that helps alcohol brands be better. Our value to the trade is built on our unique position as an advocate for the alcohol beverage industry, an independent publication, and a decades-long, consumer-trusted brand.

On this foundation, we develop, refine, recognize, and launch the world's best beverages.

BTI establishes and advocates for the highest standards in the beverage industry. Our proprietary, ASTM-compliant methodology is so rigorous that it has been vetted and accepted by the National Advertising Department of the Better Business Bureau and used by leading beverage brands as the basis for numerous successful quality-based claims in national media campaigns.

For 39 years, we've helped our clients and partners accelerate their development processes, improve the quality of their products, and amplify their brands' reputation and worth through quality-centric messages and marketing strategies.

The New York Times, The Wall Street Journal, CNBC, Wine Enthusiast, Restaurant Hospitality, The New Yorker, Wine & Spirits, International Wine Review, Epicurious.com, and All About Beer are just a few of the many media outlets that tap into BTI's acumen and expertise.

OUR MISSION

To improve the beverage industry, one brand at a time.



DIFFERENTIATE. AMPLIFY. CAPTURE.

"Our BTI awards have helped us with our US distribution. Sales have increased from 0 cases to 250 cases in just a couple of months. We opened two new accounts in Seattle and New York."

– EDUARDO AGUIRRE VICTORIA,
TERRE DE VIGNERONS

OUR PEDIGREE

BTI is so much more than a competition. We're the source that started it all, the one with the most consistent scoring in the industry, the one so committed to unbiased product testing that we adhere to the strictest ASTM guidelines.

WE'RE NOT AN EVENT, WE'RE AN INSTITUTION

For 39 years, Beverage Testing Institute's outstanding methodology and unprecedented approach to panelist recruitment have made us the fairest and most consistent review organization in the industry. With expert test design, custom software and the most professional tasting environment in the country, your brand is in good hands.

INDEPENDENT, UNBIASED REVIEWS

For decades, we've been uniquely the fairest and the most consistent organization of our kind. Amplify your brand with a published review from America's longest-running international alcohol beverage evaluation platform.

AMPLIFY YOUR REACH

Your brand needs an accolade from the source consumers trust, the one that introduces your product to the trade, the one that keeps your brand top-of-mind, the one that uses SEO to influence purchasing decisions, the one with built-in social media amplification, the one that provides seamless conversions to sales through its publication Tastings.com.

DISCOVER OUR DELIVERABLES

A comprehensive suite of marketing tools

- A professional, detailed tasting note compiled by our trade-only panel of experts
- A score and medal for all panel-recommended beverage products
- Pairing and cocktail suggestions to inspire consumers to choose your product
- More than one million unique annual visitors
- A 3-year published review on Tastings.com with your bottle image and company information
- Excellent SEO (Search Engine Optimization) for your product's review
- "Buy-It" link drives curious consumers directly to your e-commerce or account placements
- 100,000+ impressions through our social media amplification highlighting your best-scoring beverage products
- Intimate brand exposure to industry influencers
- Free and low-cost POSM materials like shelf-talkers, neckers, and trophies

EARLY BIRD \$125
Submit before category deadline

REGULAR \$150
Submit up to 10 days after deadline

OUT-OF-SCHEDULE \$175
Any category reviewed with current category deadlines

PRIORITY \$225
Review published within 10 days of sample receipt

RUSH \$300
Any category reviewed with current category deadlines

"We have used BTI for the last 5 years and couldn't be happier. They always have great customer service and support! Not only do they have detailed professional reviews and tasting notes, the addition of the metallic stickers and shelf-talkers help us capture customers and drive bottle sales."

– MIKE HUFFMAN,
WHIDBEY ISLAND DISTILLERY

THE YEAR-ROUND REVIEW SOURCE WITH THE FASTEST TURN-AROUND TIME. GUARANTEED.





MORE ENGAGEMENT, BETTER IMPRESSIONS

We help liquid brands reach consumers and the trade through strategic distribution of content and engaging experiences.

- How do your target audiences engage with your products?
- Do they understand your brand, and what makes your liquid so special?
- Do they know how to touch your products? How to serve, pair, mix and talk about them?

CREATE PREFERENCE FOR YOUR BRAND

We create powerful, intimate experiences for trade gatekeepers to discover your brand in our sensory lab.

Gatekeepers like bartenders, sommeliers and retailers curate the product engagement experience for the end-consumer. Their discovery or rediscovery of your brand in our unique laboratory environment gives them new insight into the true value of your brand and liquid. They take that experience to their workplace, keeping your brand top-of-mind when making their lists, menus, and schematics.

SEO THAT WORKS FOR YOU

When buying decisions are being made in-aisle, consumers turn to search engines to find a professional review. Through Search Engine Optimization, BTI optimized your brand's position so that your positive review is seen at moment of purchasing decision, converting curiosity into sales.

- More than one million unique annual visitors
- "Buy-It" link drives curious consumers directly to your e-commerce or account placements
- Pairing and cocktail suggestions to inspire consumers to choose your product.

STAND OUT AT POINT-OF-SALE

We use BTI's authoritative and consumer-trusted brand to broadcast our clients' quality and style at the exact moment purchasing decisions are made.

OPTIMIZE IN-AISLE CONVERSIONS

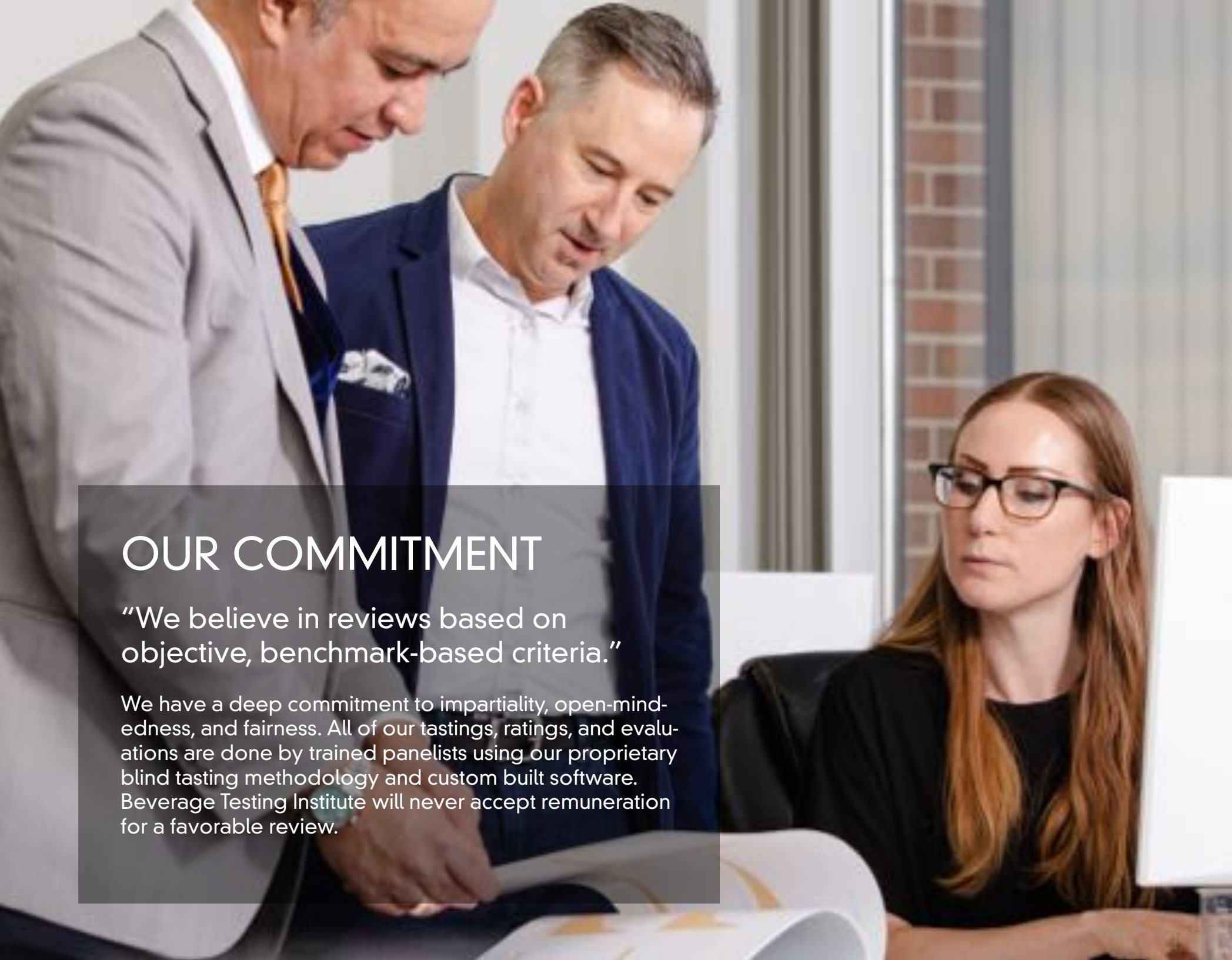
BTI helps clients and partners deploy effective point of sale marketing (POSM) tools that capture consumer attention and convert that attention into sales.

We offer a range of ways for clients and partners to maximize positive reviews and awards.

We offer high-impact, low-cost POSM tools that set your brand apart and get the most marketing mileage out of your review.

- Neckers
- Shelf-Talkers
- Trophies
- Medallions
- Sell Sheets
- Bottle Stickers





OUR COMMITMENT

“We believe in reviews based on objective, benchmark-based criteria.”

We have a deep commitment to impartiality, open-mindedness, and fairness. All of our tastings, ratings, and evaluations are done by trained panelists using our proprietary blind tasting methodology and custom built software. Beverage Testing Institute will never accept remuneration for a favorable review.

SUPERIOR
METHODOLOGY.
SINCE 1981.

THE FAIREST, MOST CONSISTENT BEVERAGE ANALYSIS METHODOLOGY AVAILABLE

Our industry leading evaluation methodology was co-developed in 1981 with Cornell University. Decades of refinement have led to proprietary systems and custom software that produce the fairest, most consistent alcohol beverage analyses in the industry. We have 39 years of data to prove it. Our obsession with details creates the most professional tasting environment in the industry.

DEDICATED LAB

To ensure consistency and accuracy, Beverage Testing Institute uses a dedicated sensory lab located in our offices in Chicago. The room is specially designed to minimize external factors and maximize our panelists' concentration.



IDEAL CONDITIONS

We taste in the morning, under the same ideal conditions in our specially designed lab—yielding far more consistent results than working out of a suitcase, a trade show, or at a producer’s facility.

CHECKS AND BALANCES

We maintain an archive of all previously reviewed spirits—over 7,000 samples and counting. When there is a disparity between a current sample’s score and the product’s previous BTI score, we compare the two to verify any differences in taste and/or quality. We re-taste any products that seem flawed or that scored at the lowest end of the spectrum to make sure a bad sample was not at fault.

LIMITED FLIGHTING

We limit flighting to 15-30 samples a day. Tasting more than these amounts in a single day, as most other competitions and many magazines do, negatively affects the accuracy, quality, and consistency of alcoholic beverage evaluations.

As members of the American Society of Testing and Materials, we have the utmost commitment to removing bias from our laboratory.

A thoughtful, labor-intensive approach to ensure the fairest, most consistent scores.



"The strength of BTI's methodology is the ability for judges to focus on the liquid itself, without getting caught up in strict style guidelines or marketing techniques."

-PATRICK BERGER, BAR OWNER & BTI BEER PANELIST

THE PANEL

Highly-trained sensory analysts.
Decision makers.
Influential tastemakers.

Sensory panels at Beverage Testing Institute are one-of-a-kind research tools that have guided tens of thousands of production and marketing decisions for thousands of brands. We uncover the deepest product, on-trade, consumer, and market insights by combining detail-obsessed test design, meticulous record keeping, exacting environmental standards, and an unprecedented approach to focus group recruitment and execution.

Unparalleled insights that become the building blocks of your brand.

BTI panels are comprised of leading buyers and influencers. We recruit beverage directors, sommeliers, top bartenders, retail buyers and educators and train them as sensory analysts. These panelists evaluate products using their extensive professional experience and BTI-trained palates. The panel then discuss their findings as a group, while a BTI moderator records their attitudes, impressions, and conclusions.

Our method is the key to producing products that will be embraced by trade gatekeepers.

CONFIDENTIAL RESEARCH SERVICES

Optimize your liquid and message
with actionable insights.

AUDIT

A SWOT analysis for your liquid
and packaging

A SWOT analysis for your liquid and packaging. A BTI audit provides detailed and actionable feedback for beverage competitors seeking to optimize their in-market or pre-release products. Our rigorous testing and review process ensures that our partners maximize their chances of product success armed with the deepest insights from our panelists and analysts. We catch the mistakes that prevent bartenders, retailers and consumers from fully engaging with brands.

INSIGHTS

Push your brand ahead of the rest.

Learn what matters to decision makers. Find out what keeps bartenders from engaging with your brand, how your bottle will stand out on the shelf, and how consumers will best receive your brand's message. We specialize in product development, pre-release screenings, viability analysis, and product optimization.

Test your brand and liquid from every angle. New product development, launches, and reformulations are rife with uncertainties and guesstimates if you don't know your end-consumer and the gatekeepers between your brand and them.

LIQUID DEVELOPMENT

Getting a product's formula and package right before you bottle is critical to a brand's success.

BTI leverages the feedback from our expert trade and consumer networks to provide you with the most insightful and relevant data in the industry so you can make important decisions fully- armed with the facts that most brands aren't even aware of.

Let BTI help you early on and save you thousands on corrections post-launch. Too often we see producers come to us for feedback on their liquid after they've launched to a crowded market and sales are weak. We can help you at any stage of your new brand's development to make sure the recipe is objectively and ruthlessly screened by professional buyers and experts outside of your zone of influence before it's too late.

"BTI's team is friendly, professional and always helpful. No project is too difficult for them. I would highly recommend them to any other company."

-JOAN DILLON,
INDEPENDENT WINE MARKETING CONSULTANT



CLAIM SUBSTANTIATION

Making claims about product performance and consumer preferences can be risky business for beverage competitors. Household-name brands like Grey Goose, Jose Cuervo, Jim Beam Black and Heineken Light have turned to BTI to successfully discover and amplify their strongest differentiators while navigating the legal and regulatory hurdles of making a bold superiority claim.

Let us guide you through the maze of legal hurdles, test design, research and logistics that lead to preference and superiority claim substantiation.

BTI's third-party verification services help to ensure that product and brand attributes are amplified effectively and precisely to key audiences.

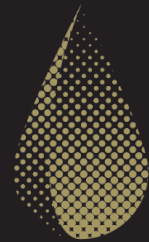
POWERFUL MESSAGING, WITH INTEGRITY

BTI strictly adheres to ASTM standards and our methodology has been fully vetted by the National Advertising Division of the BBB. By using our substantiation services, our clients and partners can have confidence that their marketing claims are made in a responsible manner that limits exposure.

VET AND CERTIFY

AVA's, trade groups, events, and private label sellers need an independent body to verify quality, uphold standards and keep out what doesn't belong. Our company is the go-to resource for specialized alcohol beverage quality verification and development.





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A FEW OF OUR CLIENTS AND PARTNERS



Beam SUNTORY

THE BOSTON
BEER COMPANY

CAMPARI
GROUP

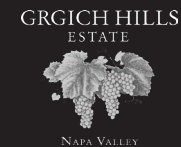
DIAGEO



CLOUT



SAMSON & SURREY
THE BEVERAGE ARTISANS



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