



the good grocer  
**cellar**

## THE WEST AUSTRALIAN GOOD FOOD GUIDE SPIRIT OF THE YEAR AWARD

ENTRIES OPEN

JUNE

SATURDAY

**1**

ENTRIES CLOSE

SEPTEMBER

FRIDAY

**6**

JUDGING

SEPTEMBER

MONDAY

TUESDAY

**16 - 17**

The WA Good Food Guide is proud to present the third year of the WA Spirit of the Year Award – a celebration of the depth and diversity of distillation occurring in WA and a strong commitment to showcasing the brilliance of local distillers, their contemporary and classic takes on staples and to bring attention to those defying standard categories with unique products.

**The WAGFG Spirit Awards embrace a professional yet modern judging approach and celebrate West Australian distillers through a unique award results model which connects the successful entries directly with our readers, driving sell through of product. Our drink awards publication published after judging provides accessible, digital results that remain available permanently through WA Good Food Guide marketing channels; in 2024 we will launch our special digital magazine supported by a marketing campaign driven by our digital agency Distl, and via ads in the West Australian Newspaper. An example of our digital drink's magazine format can be found [here](#).**

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Like the beer and wine awards, the Spirits of the Year Award will be judged with diversity, quality, and complexity of products in consideration. While allowing products to shine within their respective categories, the adherence to constraining style guides will be sidelined – the Awards will focus on more consumer-friendly categories with flexibility on hand to support the constantly evolving nature of spirits production in Western Australia.

As with all the WA Good Food Guide Drinks Awards, products will be gathered in relevant styles, blind tasted and discussed at length to find the ‘best of’ products. A collection of these best products will be whittled down to a top 25 and then ranked – all of this will be supported with robust discussion, re-tasting, consideration of potential context for the spirits and the ability to call for more samples to taste at any stage to support these discussions. Diversity of judges, celebration of diversity of product and a diversity of results will be inherent.

The WA Good Food Guide welcomes a panel of some of the most formidable spirits minds and palates in the country. Our head judge this year is James Connolly, a freelance beverage consultant and owner/operator of award-winning wine bar, Bertie. James brings with him decades of experience at both a local and international level including bartending at esteemed venues, as well as competing and judging a myriad of drinks competitions.

James is joined by Sam Bygrave, editor and founder of Boothby Media with 20 years’ of experience as a bartender, wine and spirits buyer, and as a writer, Emma Crisp, former WA Good Food Guide Breakthrough talent and former bar manager of El Grotto, and the deeply talented James Gentile who brings over a decade of bartending experience to our judging team including his current role as Bar Director at Gibney. With their knowledge and industry experiences combined, this is a formidable team of talent to draw upon.



## KEY ENTRY INFORMATION

- 1. Fill out the entry form online**  
(See the link 'Spirit Award' on the WAGFG homepage) [wagoodfoodguide.com](http://wagoodfoodguide.com) – multiple entries can be made in one single transaction)  
Contact [georgia@wagoodfoodguide.com](mailto:georgia@wagoodfoodguide.com) if you would like an invoice created (six entries or more)

- 2. Please ensure that all entries are clearly labelled with the Distillery name and category they are entered in – this is each spirit please.**  
Carefully package your product, then deliver or send it to:

WA Good Food Guide  
Att: Abbie Kinsella  
Upstairs via staircase on right hand side  
5/38 King Edward Rd  
Osborne Park, WA, 6017

One bottle of each spirit is required to be physically entered

- 3. WAGFG judging criteria requires at least two regularly available (seasonal release) spirits if submitting multiple spirits.**

- 4. Key WAGFG Spirit awards dates**

Entries open: 1st June

Entries close: Friday 6th September

Judging: Monday 16th September - Tuesday 17th September

*Thanks to our host judging venue*