

Teaka®, producer of Teaka Tea Spirits, scores a Silver Medal at London Spirits Competition 2021



Victoria, Melbourne, Apr 13, 2021 ([IssueWire.com](https://www.issuewire.com)) - [Teaka](#), an Australian craft spirits producer, wins a **Silver** medal at the 4th London Spirits Competition for its [Teaka Pekoe Berry Tea Spirit](#). The competition took place in London on March 17, 2021. The medal is an ultimate endorsement in the global spirits industry.

Teaka scored highly in the three judging aspects of quality, value, and packaging. The company has been instrumental in creating a new “[tea spirits](#)” alcohol category over the past 18 months. These spirits

are used for tea pairings with food, in [tea spritzers](#), and for making [tea cocktails](#).

The London Spirits Competition stands apart from other spirits competitions by awarding spirits for their drinkability. Where most competitions focus solely on technical competence and distilling prowess, the London Spirits Competition goes further to evaluate a spirit for its all-around excellence – in the way it tastes, looks, and the value it provides. They believe that this golden triangle makes spirit drinkers more likely to buy and drink the spirit either from a retail store or at a bar or restaurant and want to laud this.

CEO Sid Patel of event organizer Beverage Trade Network mentions that “Spirits brands consumers are looking for an-round experience when drinking a spirit. The spirit needs to hit all the right notes to be enjoyed again and again. So, at the London Spirits Competition, we evaluate spirits that contribute to a spirit’s overall drinkability. Along with the quality, spirits are assessed for their appearance and value.”

The judging panel of 2021 was drawn from leading spirits industry professionals with direct commercial buying responsibility. This establishes the winners of the competition to be agreeable to both the on-premise trade and to the consumer alike. Spirits were judged on the basis of three primary criteria – quality, value, and packaging – and then scored on a 100-point scale. Spirits that scored 90+ points were awarded Gold medals, while spirits that scored 76 to 89 points were awarded Silver medals, Bronze medals were awarded to spirits that score between 65 & 75.

“The standard of judging, the opportunity to compete against thousands of excellent spirits from around the world, and the stringent judging criteria of quality, value, and packaging make this award a highly coveted one. We are very pleased that our Teaka Tea Spirits performed so well with such stiff competition at the LSC.” said owner Craig Westcott. “This Silver medal demonstrates that our spirits are the kind that bar managers and mixologists want to stock and that spirits drinkers enjoy drinking.”

About Teaka

The [Teaka spirit company](#) is a craft producer of a double award-winning natural alcoholic [tea spirit](#). A light spirit, low sugar, low carbohydrates. Clean, light, refreshing. Designed for those who seek a healthy living, yet still, enjoy having a drink to relax. Tantalise your taste buds with Teaka Tea Spirits. Read [our story](#) or [contact us](#). For more information see: www.teaka.life.

About the London Spirits Competition

The London Spirits Competition is one of the leading international spirits competitions of its kind that rates spirits by their quality, value, and packaging. The organizers of the event are Beverage Trade Network, organizing beverage industry events around the world. The competition happens annually in London every year. For more information, please see: www.londonspiritscompetition.com

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