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FOR IMMEDIATE RELEASE

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2021 WSWA BRAND BATTLE TOURNAMENT JULY & AUGUST CONTENDERS ANNOUNCED

The premier wine & spirits competition continues with Tournament Tuesdays this summer

WASHINGTON, D.C., 06/21/2021 – Today, Wine & Spirits Wholesalers of America (WSWA) is pleased to announce the July and August contenders for the WSWA 2021 Brand Battle Tournament. Over the next ten weeks, competitors from six different product categories will compete for a place in the Brand Battle Championship on September 14.

Each week, five to six craft and emerging brands will get the chance to pitch their product directly to a panel of expert distributors on a global stage. The knowledge and insight of the judges is invaluable and will provide actionable and constructive feedback for contenders and viewers.

“It’s an incredible opportunity for us to present our [brand] to the leading players of the U.S. market,” said Export Director of Chateau La Grace Dieu des Prieurs Natalia Vremea. “This is a truly unique chance during the pandemic period. We are grateful to WSWA for keeping us in touch with the industry!”

Contenders for the July and August Brand Battle Tournament:

July 13 - Wine

- [Art Russe](#)
- [Good Fucking Wines](#)
- [J. Lohr Pure Paso](#)
- [Le Star Bubbles](#)
- [MyStory Wine Co.](#)
- [Republic of Pink](#)

July 27 – Low & No Alcohol

- [House Jam Wines](#)
- [Osmosis](#)
- [Sea Wave Wines](#)
- [Spiritless](#)
- [Sunny With a Chance of Flowers](#)

August 3 – Whiskey & Bourbon

- [291 Colorado Whiskey](#)
- [Black Whiskey](#)
- [Castle & Key Distillery](#)
- [Horse Soldier Bourbon](#)
- [Mythology Distillery](#)
- [Rod & Hammer's SLO Stills](#)

August 10 – Liqueurs & Cordials

- [Bespoke Bourbon Cream](#)
- [Chemist Chocolate Orange Gin Liqueur](#)
- [LS Cream Liqueur](#)
- [Organic Mixology Dark Chocolate Liqueur](#)
- [Tamarelo](#)
- [XALAR](#)

Each session can be watched for free. Registration for every category is now open. Click [HERE](#) to save your space today!

About 2021 WSWA Brand Battle Tournament

WSWA will be holding the 2021 Brand Battle Tournament virtually and has extended the event series for craft, start-up and small production wine and spirits into a bracketology-style tournament. Brand Battle will showcase rising brands with unique stories, packaging and flavor profiles in an engaging digital environment while panels of wholesaler judges provide valuable, thought-provoking insight and feedback to competitors across eight different product categories. Whether you are interested in competing or viewing the competition, you are sure to walk away with greater knowledge of the industry and see hot emerging trends and products.

To learn more, please visit www.wswa.org/brandbattle.

About Wine & Spirits Wholesalers of America

WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States.

To learn more, please visit www.wswa.org or connect with us on [Facebook](#) or [Twitter](#).

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