

2023

PLATINUM



AWARDS 2023

MORE ENTRIES

MORE CATEGORIES

MORE CHANCES TO WIN





WHY SELTZER NATION?

As the #1 news and reviews website dedicated solely to the seltzer and RTD beverage space, your Seltzer Nation medal and award will bring you unparalleled credibility when marketing your brand. Here are some key facts about Seltzer Nation:

- ✓ The most plentiful source of high-quality hard seltzer & RTD content
- ✓ 16,000+ keywords ranked on Google
- ✓ 1,300+ keywords ranked in the Top 3 positions
- ✓ Google News approved

OPTIMIZED REVIEWS AVAILABLE

We are pleased to offer optimized reviews for all brands. While a standard entry consists of potential medals and awards only, Optimized Reviews will add a professionally written, permanent review to our site. Any existing reviews currently on Seltzer Nation will remain. Optimized reviews will begin publishing prior to award announcements and then be updated with applicable award information after April 7, 2023.

- ✓ 500+ words, search optimized
- ✓ Outbound link to your website
- ✓ Social media posts on Seltzer Nation accounts
- ✓ A feature in our monthly newsletter

EXCLUSIVE BENEFITS

All medal and award winners will be granted exclusive access to high-resolution imagery to help promote their status as winners of the 2023 Seltzer Nation Awards. In addition, Seltzer Nation will offer promotional opportunities through our website and social media channels. These opportunities will be offered based on your brand's goals and our available inventory of advertising space.



'BEST OF' AWARDS

For 2023, Seltzer Nation will be awarding various 'Best Of' awards which are separate and unique from the flavor competitions and medals. Each entry is eligible for an award in the applicable categories below.

TRADITIONAL HARD SELTZER
WINE-BASED SELTZER
OTHER/SPECIALITY SELTZER
VODKA-BASED RTD
TEQUILA SODA RTD
SPIRITS-BASED RTD (OTHER)
ORGANIC

ALL-NATURAL
NO/LOW SUGAR (1G OR LESS)
HIGH ABV (7%+)
PACKAGE DESIGN
WATER ENHANCEMENT
SEASONAL FLAVOR
FLAVOR COMBINATION

FAQ

What is the difference between the medals and awards?

Awards will be granted to the top entry in each category. Medals are separate from awards and are based upon the average rating of our testers. Medals will be given awarded to all entries that meet the set quality thresholds for Platinum, Double-Gold, Gold, and Silver

How many awards can one entry win?

Each entry is eligible for one medal and up to four awards (one overall category, one flavor, and any 'best of' award categories).

Why are you offering an early bird discount?

The early bird discount is practical for both Seltzer Nation and for you. We are expecting a large volume of entries, and this extended deadline will allow our team more time to test and review all submissions.

We have a very unique flavor combination. Which flavor category should we select?

As long as one of the flavors in your combination matches a flavor category, you can choose that flavor. If none of your flavors match a flavor category, please choose the "other" flavor category.

How many cans do we need to submit for each entry?

Please send us at least 3 cans for every entry. Please exercise care when submitting your cans to avoid potential damage in transit.

Do we need to include additional paperwork with our shipment?

As long as your online entry matches the naming convention/branding of your beverage packaging, there is no need to include additional paperwork with your shipment.



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FLAVOR COMPETITIONS

Flavor competitions will run independent of primary beverage categories, meaning the winner of each flavor competition might be a hard seltzer or it could be spirits-based. Seltzer Nation reserves the right to not recognize a specific flavor category winner depending on the quality of submissions received.

ACAI	GRAPEFRUIT	PEAR
APPLE	GUAVA	PINEAPPLE
BERRY	HIBISCUS	POMEGRANATE
BLACKBERRY	HONEYDEW	POMELO
BLOOD ORANGE	JALAPEÑO	RASPBERRY
BLUEBERRY	JUNIPER	ROSÉ
CHERRY	KIWI	ROSEMARY
CHILI	LEMON	STARFRUIT
CITRUS	LEMONADE	STRAWBERRY
COCONUT	LIME	TANGERINE
COLA	MANGO	TEA
CRANBERRY	MINT	TOMATO
CUCUMBER	ORANGE	VANILLA
DRAGON FRUIT	PAPAYA	WATERMELON
FRUIT PUNCH	PASSION FRUIT	YUZU
GRAPE	PEACH	OTHER



AWARDS 2023

TIMELINE

JAN 31, 2023
ENTRY DEADLINE

APRIL 7, 2023
WINNERS ANNOUNCED

ENTRY
TYPE

ENTRY
FEES

Single Entry	\$350 _{ea.}
Single Entry plus Optimized Review	\$900 _{ea.}
3+ Entries	\$250 _{ea.}
3+ Entries plus Optimized Reviews	\$650 _{ea.}

Questions? Contact Jeff Grennell at jgrennell@seltzernation.com or 727-594-5563