

2024

PLATINUM



AWARDS 2024

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
- ✓ 70% traffic growth year-over-year
- ✓ 17,000+ keywords ranked on Google
- ✓ 1,500+ keywords ranked in the Top 3 positions
- ✓ Google News approved
- ✓ 95% of audience is US-based

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 10, 2024.

- ✓ 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 2024 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 2024, 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
WINE-BASED
VODKA-BASED
TEQUILA-BASED
RUM-BASED
SPIRITS-BASED RTD (OTHER)
ORGANIC
HARD COFFEE

HIGH ABV (7%+)
PACKAGE DESIGN
CBD/THC INFUSED
SEASONAL FLAVOR
HARD ENERGY DRINK
FLAVOR COMBINATION
HARD TEA
OTHER SPECIALTY SELTZER

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).

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.



MEET OUR JUDGES

Claudine Raschi, co-founder and lead tester at Seltzer Nation, has sampled and tested more than seven hundred hard seltzers and canned cocktails. In her fourth year at the Seltzer Nation Awards, she brings unparalleled expertise in hard seltzers, fermented malt beverages, spirit-based seltzers, and ready-to-drink cocktails.

David Collins, a returning Seltzer Nation Awards judge, reached the semi-finals at Matt Madness 2023. With over three years of spirits reviewing under his belt, he co-hosts "Seltzer Nation" and "The Whiskey Channel Dotcom" on YouTube and serves as a spirits consultant and distributor, celebrated for his discerning palate and wit.

Kira Collins, a two-time Seltzer Nation Awards judge, broke barriers as the first female round winner of Matt Madness, the grueling spirits palate competition. Beyond co-hosting "Seltzer Nation" and "The Whiskey Channel Dotcom" on YouTube, she selects unique single-barrel whiskey offerings for exclusive groups.

Rita Walsh, a beverage industry authority, arrives at the Seltzer Nation Awards with a pulse on market trends. In her second year as Seltzer Nation's Editor-in-Chief, Rita has interviewed the movers and shakers in the industry and crafted over 150 articles. Beyond her writing contributions, she's edited hundreds of articles, listicles, and reviews.

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
APPLE
BERRY
BLACKBERRY
BLOOD ORANGE
BLUEBERRY
CHERRY
CHILI
CITRUS
COCONUT
COLA
CRANBERRY
CUCUMBER
DRAGON FRUIT
FRUIT PUNCH
GRAPE

GRAPEFRUIT
GUAVA
HIBISCUS
HONEYDEW
JALAPEÑO
JUNIPER
KIWI
LEMON
LEMONADE
LIME
MANGO
MINT
ORANGE
PAPAYA
PASSION FRUIT
PEACH

PEAR
PINEAPPLE
POMEGRANATE
POMELO
RASPBERRY
ROSÉ
ROSEMARY
STARFRUIT
STRAWBERRY
TANGERINE
TEA
TOMATO
VANILLA
WATERMELON
YUZU
OTHER



TIMELINE

DEC 8, 2023
EARLY BIRD ENTRY DEADLINE

FEB 16, 2024
STANDARD ENTRY DEADLINE

APRIL 10, 2024
WINNERS ANNOUNCED

ENTRY TYPE	EARLY BIRD PRICING	STANDARD PRICING
Single Entry	\$250_{ea.}	\$350_{ea.}
Single Entry plus Optimized Review	\$750_{ea.}	\$900_{ea.}
3+ Entries	\$150_{ea.}	\$250_{ea.}
3+ Entries plus Optimized Reviews	\$500_{ea.}	\$650_{ea.}