

DRUNKENTOMATO.COM/2019-WINNERS

**THE
DRUNKEN
TOMATO
AWARDS
INDUSTRY
REPORT**

2019



02

On January 19, 2019 twelve judges from all over the United States convened in Los Angeles, CA to evaluate 39 entries in the international Drunken Tomato Awards.

Judges used standardized judging forms created specifically for bloody mary reviews. All entries were blind taste tested, and judges did not receive any information about the product manufacturer.

Both qualitative and quantitative reviews were made. Point scores were allocated according to four different areas: Appearance, Flavor, Mouth Feel, and Overall Impression.

Entries were awarded a score out of 50 points possible. Medals were awarded based on an average of the judges scores for that entry.

39

ENTRIES

12

JUDGES

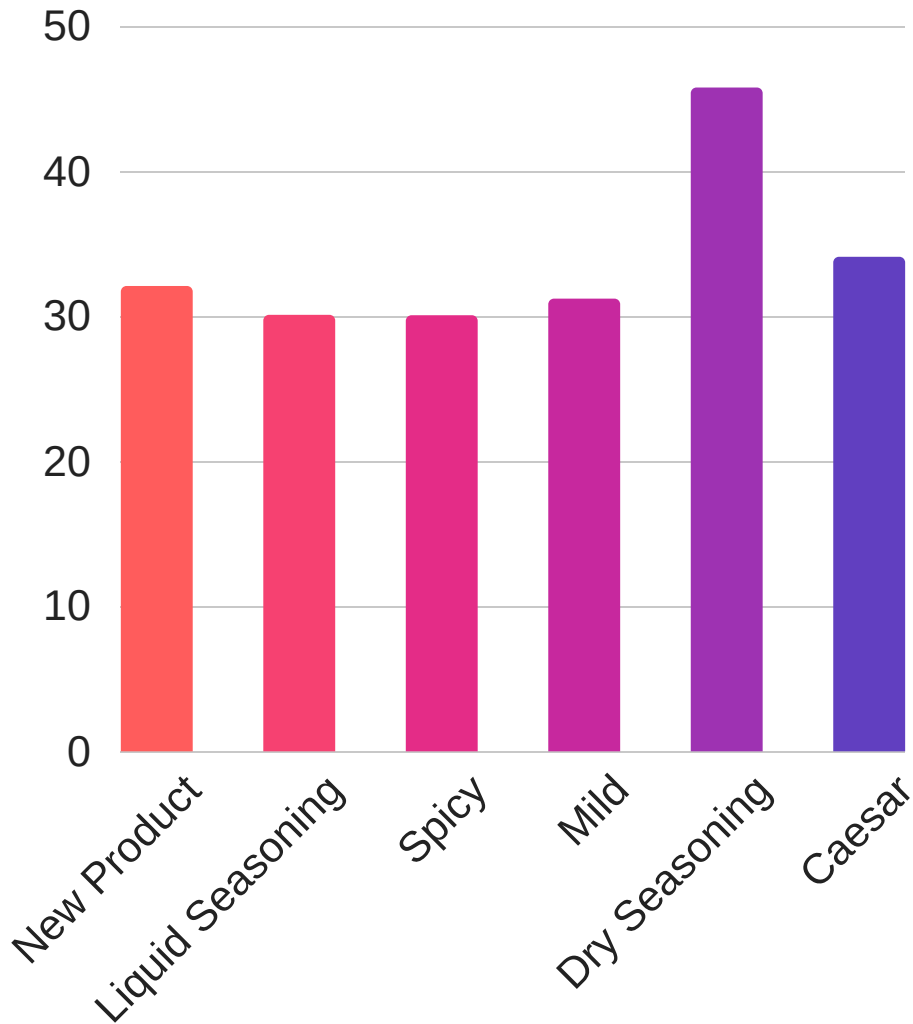
1

DAY

BLOODY MARY STRUCTURE



- Average Overall Scores by Category
- Average Heat Level by Category
- Average Acidity Level by Category
- Average Balance Level by Category



AVERAGE TOTAL SCORE BY CATEGORY

Higher Number = Better Score
Scores out of 50 possible points

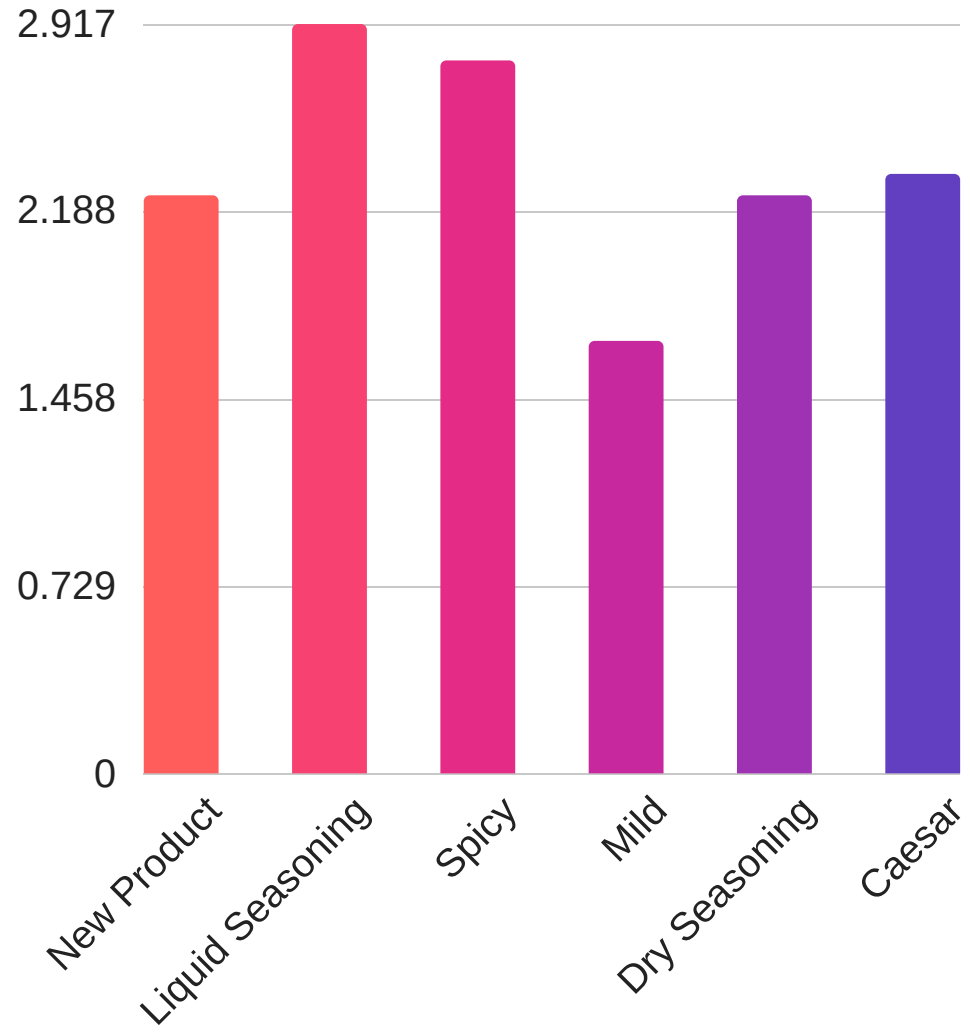
Caesars and Dry Seasonings, on average, outperformed other categories. This also occurred in 2018. However, unlike 2018, all other categories have now evened with no one category significantly outperforming another.

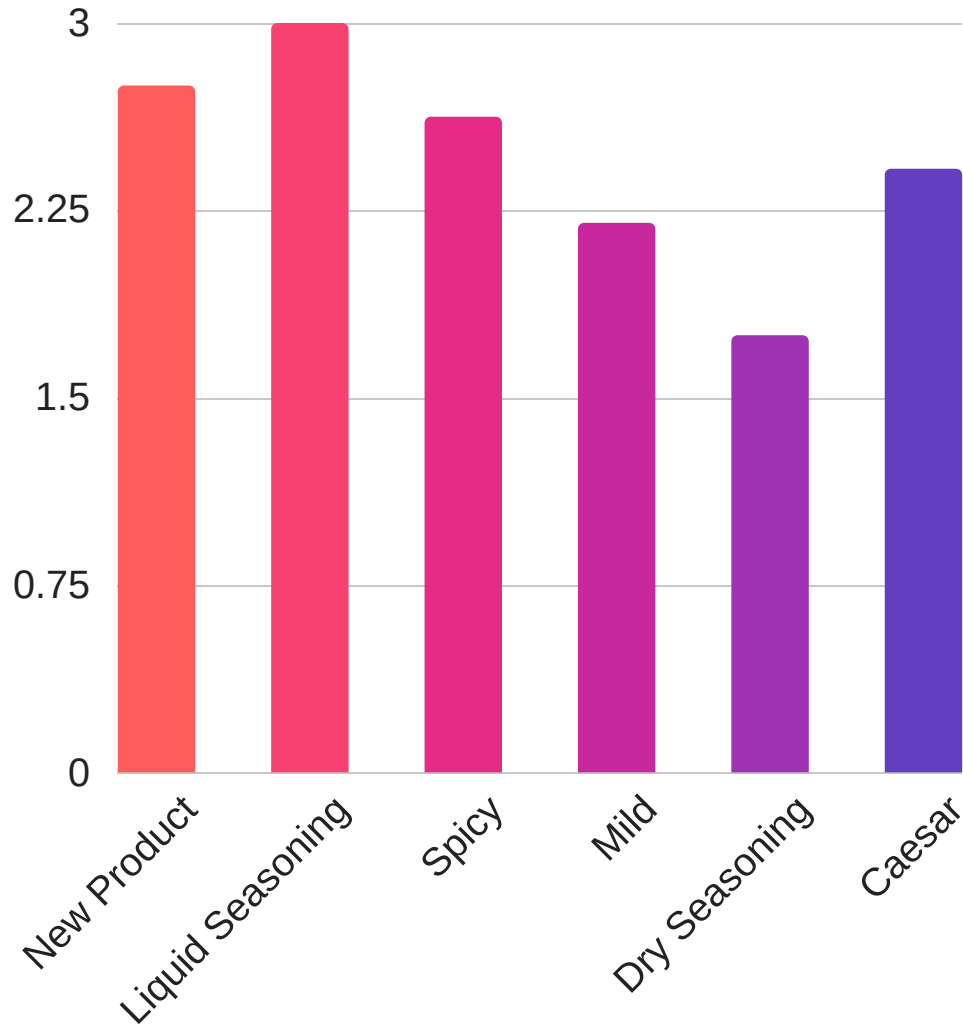
AVERAGE HEAT LEVEL BY CATEGORY

Higher Number = Spicier Mix
Rankings out of 5

New Products were directly between Mild and Spicy, possibly indicating a trend toward spicier products. Compared with 2018, heat levels are higher across the board except for New Product, which decreased slightly. No category surpassed level 3 heat, suggesting room for increased spice levels.

05





AVERAGE ACIDITY LEVEL BY CATEGORY

Higher Number = More Acidic
Rankings out of 5

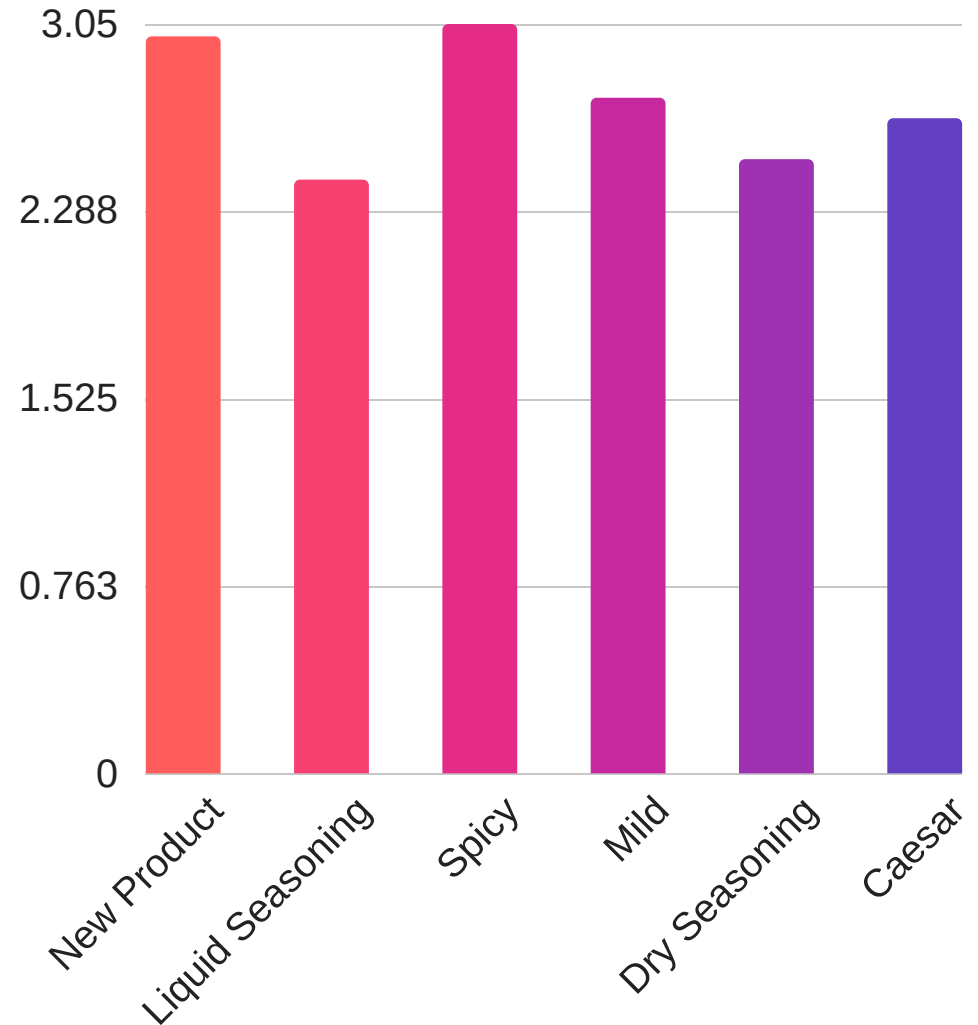
As one would expect, Dry Seasonings were, on average, the least acidic. All other categories ranked similarly with a mid range acidity level.

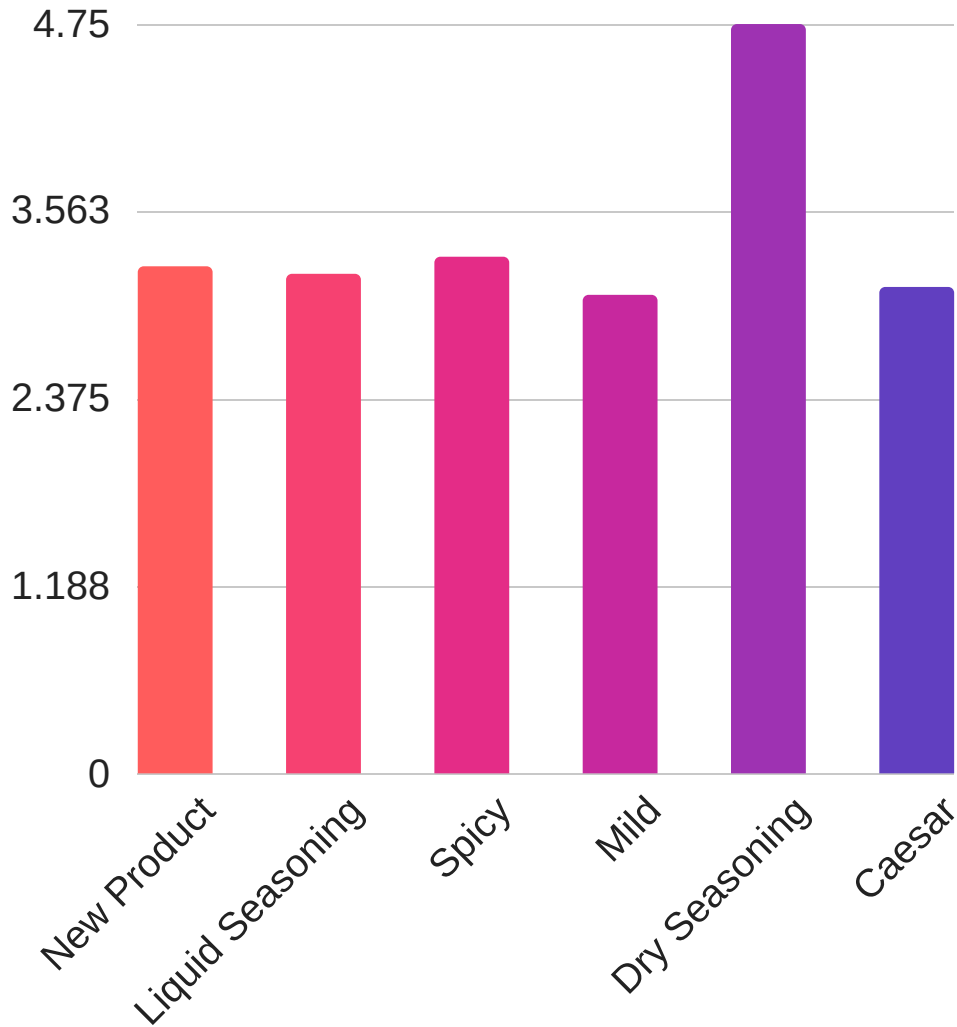
AVERAGE VISCOSITY BY CATEGORY

Higher Number = Thicker
Rankings out of 5

All categories had similar viscosity. Additionally, all categories except one ranked below mid level 3, suggesting a strong tendency toward thinner mixes across the industry.

07





AVERAGE IMPACT BY CATEGORY

Higher Number = More Impressive

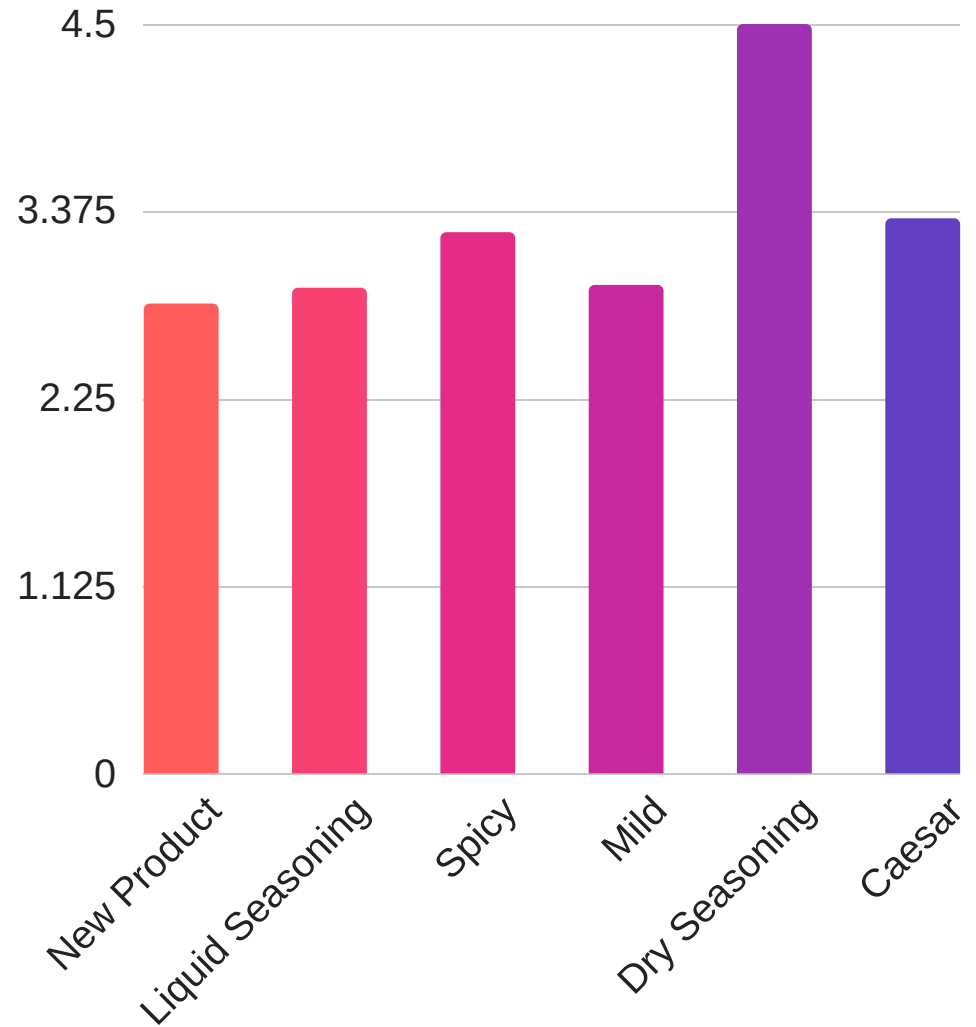
Dry Seasonings, on average, outperformed all other categories. This also occurred in 2018. Liquid Seasoning and all traditional bottled bloody mary mixes scored similarly to each other.

BALANCE LEVEL BY CATEGORY

Higher Number = More Balanced
Rankings out of 5

Dry Seasonings, on average, resulted in a more balanced bloody mary. This also occurred in 2018. All other categories rated in the mid range between 2.8 and 3.4, suggesting room for improved balance in the industry as a whole.

09



AVERAGE SCORES BY CATEGORY

- New Product Category
- Liquid Seasoning Category
- Hot & Spicy Category
- Mild Category
- Dry Seasoning Category
- Caesar Category

11

NEW PRODUCT CATEGORY

AVERAGE POINTS BY SCORING AREA

2.7

APPEARANCE

16.3

FLAVOR

6

MOUTH FEEL

6.1

OVERALL IMPRESSION

12

LIQUID SEASONING CATEGORY

AVERAGE POINTS BY SCORING AREA

3.1

APPEARANCE

15.7

FLAVOR

5.5

MOUTH FEEL

5.8

OVERALL IMPRESSION

13

HOT & SPICY CATEGORY

AVERAGE POINTS BY SCORING AREA

3.7

APPEARANCE

15.1

FLAVOR

6.6

MOUTH FEEL

6.1

OVERALL IMPRESSION

14

MILD CATEGORY

AVERAGE POINTS BY SCORING AREA

3.5

APPEARANCE

15.8

FLAVOR

5.9

MOUTH FEEL

5.9

OVERALL IMPRESSION

15

DRY SEASONING CATEGORY

AVERAGE POINTS BY SCORING AREA

4.3

APPEARANCE

23.8

FLAVOR

8.5

MOUTH FEEL

9.3

OVERALL IMPRESSION

16

CAESAR CATEGORY

AVERAGE POINTS BY SCORING AREA

3.1

APPEARANCE

15.7

FLAVOR

5.5

MOUTH FEEL

5.8

OVERALL IMPRESSION

DRUNKENTOMATO.COM/2019-WINNERS

**THANK
YOU!**

2018

Thank you to all our entries this year! And a big thank you to our esteemed judges! For a full listing of award winners, please visit DrunkenTomato.com/2019-winners.

Please direct any questions to Shelley Buchanan at shelley@drunkentomato.com