

DRUNKENTOMATO.COM/AWARDS

**THE
DRUNKEN
TOMATO
AWARDS
INDUSTRY
REPORT**

2018



02

On January 13 and 14, seven judges from all over the United States convened in Portland, Oregon to evaluate 52 entries in the Drunken Tomato Awards.

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

Point scores were allocated according to five different areas: Aroma, 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. A total of 43 medals were awarded.

52

ENTRIES

7

JUDGES

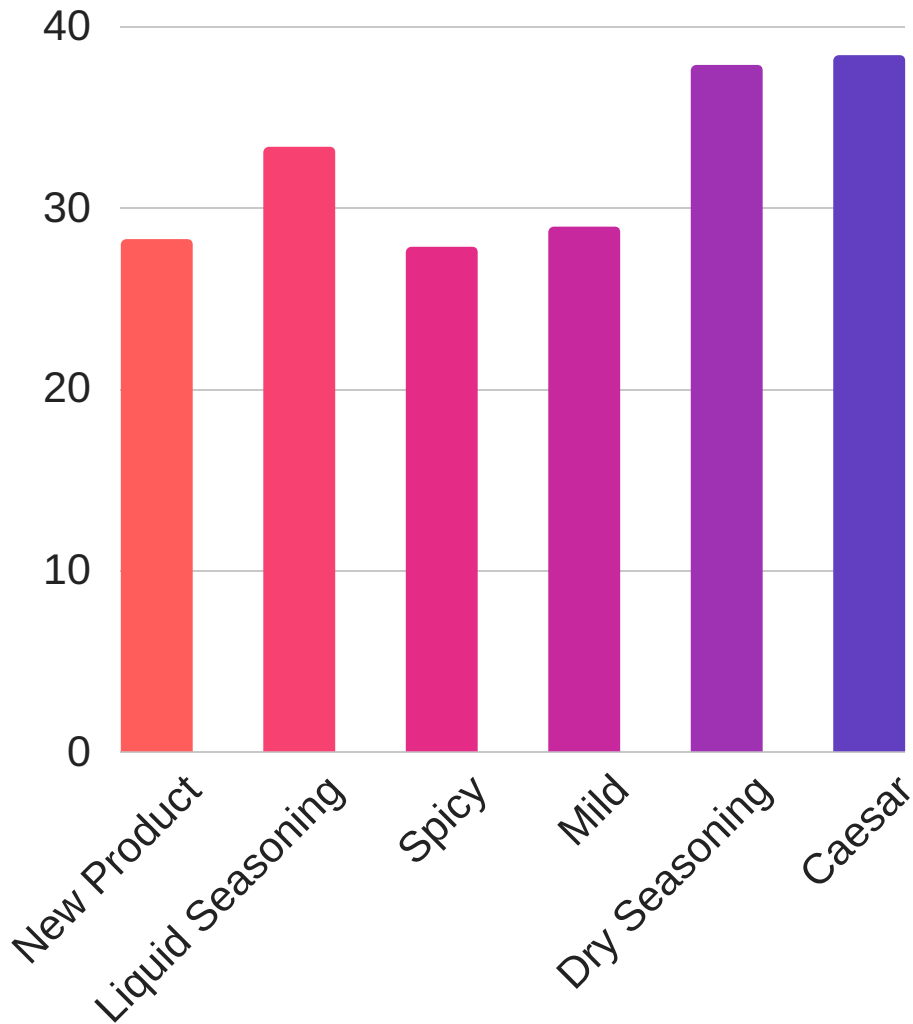
43

MEDALS

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

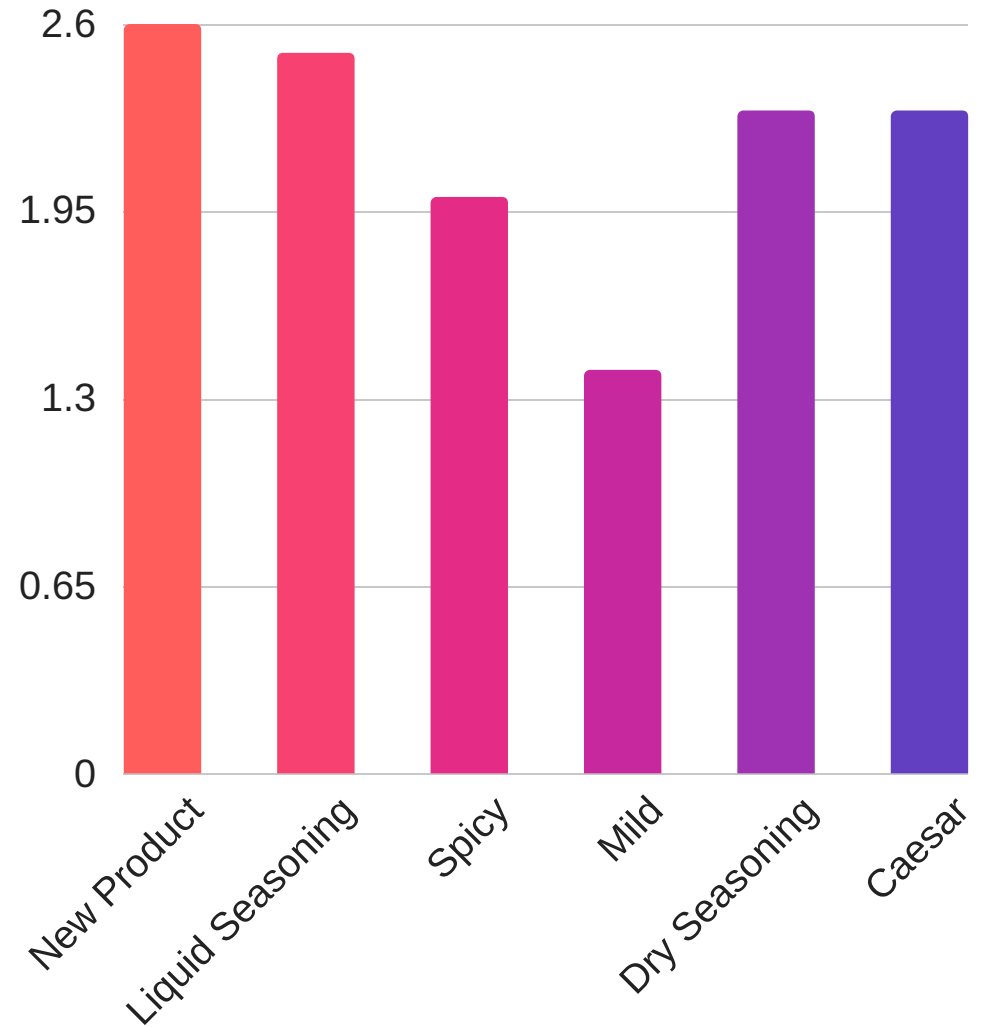
Caesars and Dry Seasonings, on average, outperformed other categories. No category surpassed the 40 point level, suggesting room for improvement within the industry as a whole.

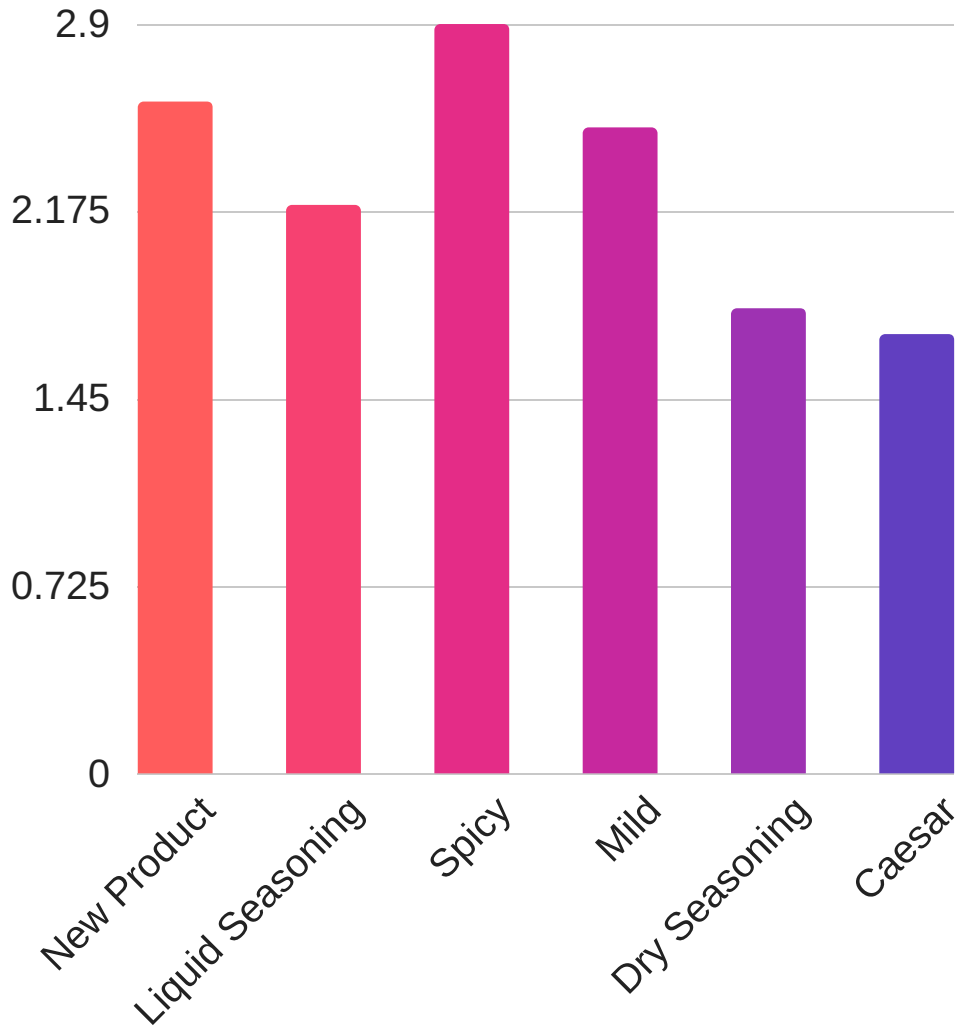
AVERAGE HEAT LEVEL BY CATEGORY

Higher Number = Spicier Mix
Rankings out of 5

New Products were spicier than all other categories, possibly indicating a trend toward spicier products. Entries in the Spicy category ranked surprisingly low, suggesting a need to increase heat levels. 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

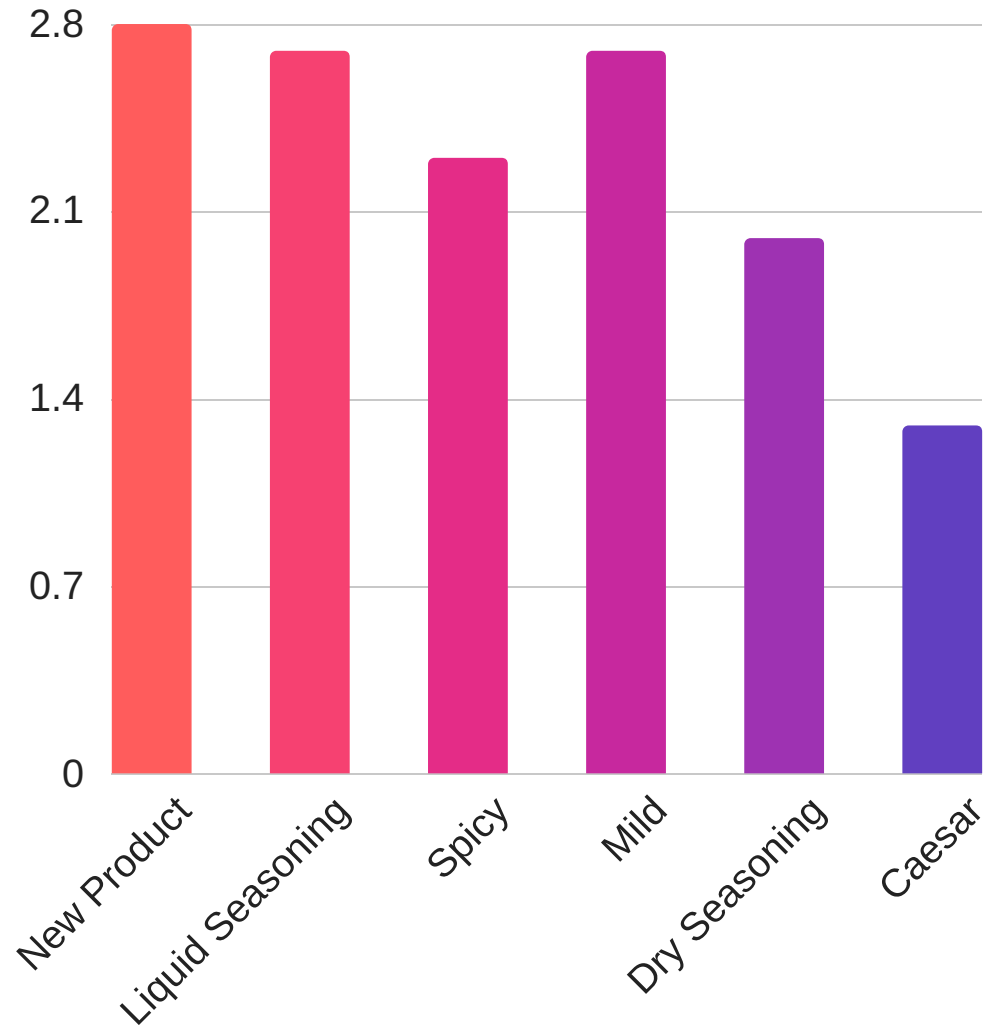
Caesars and Dry Seasonings were, on average, the least acidic. All other categories ranked similarly with a mid range acidity level.

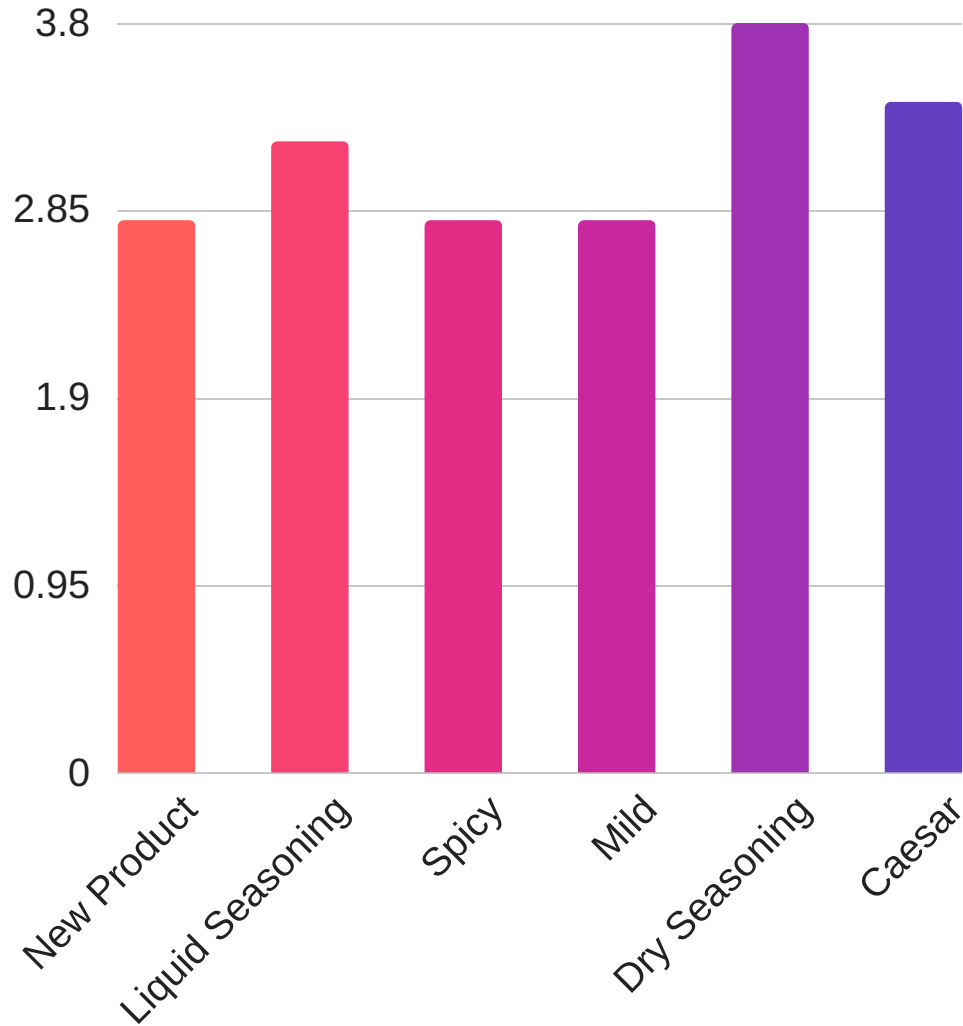
AVERAGE VISCOSITY BY CATEGORY

Higher Number = Thicker
Rankings out of 5

Caesars had the thinnest consistency on average. All categories ranked below mid level 3, suggesting a strong tendency toward thinner mixes across the industry.

07





AVERAGE IMPACT BY CATEGORY

Higher Number = More Impressive

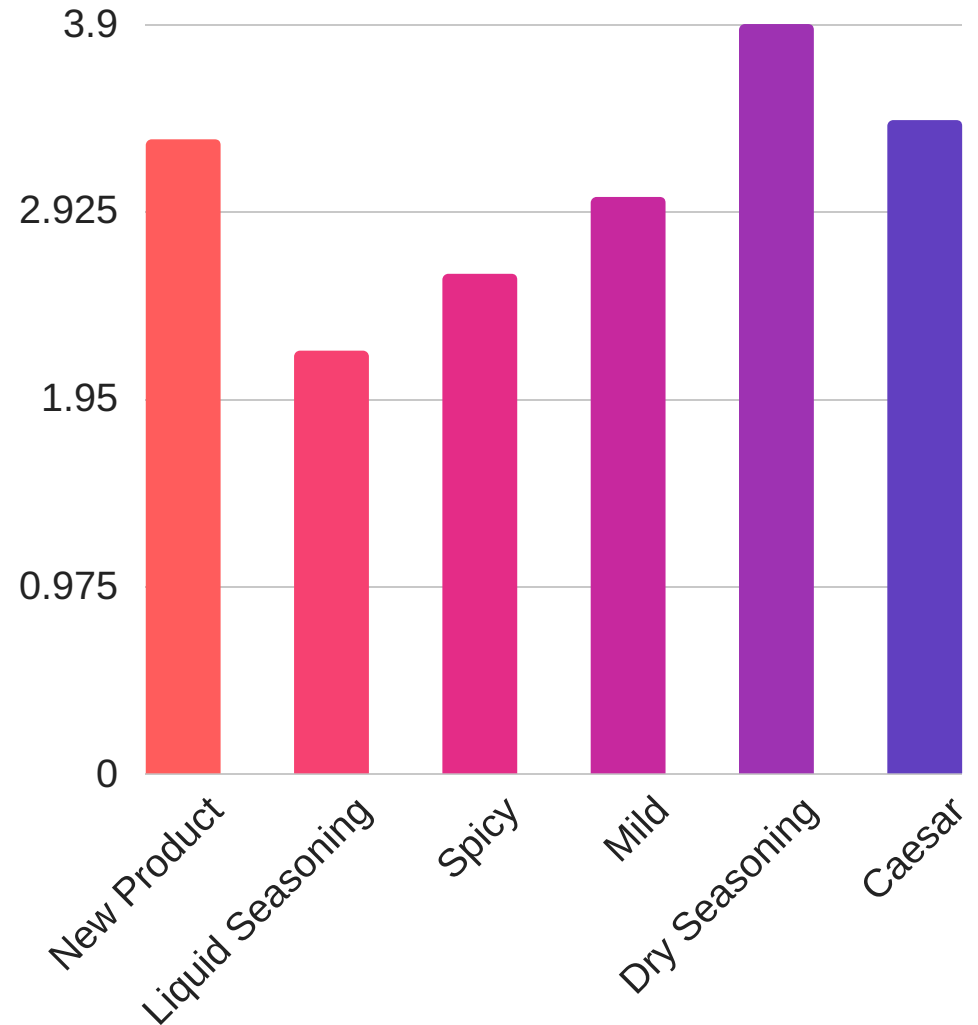
Dry Seasonings, Caesars and Liquid Seasonings, on average, performed better than traditional bottled bloody mary mix entries.

BALANCE LEVEL BY CATEGORY

Higher Number = More Balanced
Rankings out of 5

Dry Seasonings, on average, resulted in a more balanced bloody mary. All categories rated in the mid range between 2 and 4, suggesting room for improvement in the industry as a whole.

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AVERAGE SCORES BY CATEGORY

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

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NEW PRODUCT CATEGORY

AVERAGE POINTS BY SCORING AREA

3.2

AROMA

3.65

APPEARANCE

13.2

FLAVOR

3.2

MOUTH FEEL

5

OVERALL IMPRESSION

12

LIQUID SEASONING CATEGORY

AVERAGE POINTS BY SCORING AREA

3

AROMA

3.4

APPEARANCE

16.7

FLAVOR

3.6

MOUTH FEEL

6.6

OVERALL IMPRESSION

13

HOT & SPICY CATEGORY

AVERAGE POINTS BY SCORING AREA

2.8

AROMA

3.3

APPEARANCE

13.6

FLAVOR

2.8

MOUTH FEEL

5.2

OVERALL IMPRESSION

14

MILD CATEGORY

AVERAGE POINTS BY SCORING AREA

3

AROMA

3.3

APPEARANCE

13.8

FLAVOR

3.1

MOUTH FEEL

5.7

OVERALL IMPRESSION

15

DRY SEASONING CATEGORY

AVERAGE POINTS BY SCORING AREA

3.2

AROMA

4

APPEARANCE

19.3

FLAVOR

3.7

MOUTH FEEL

7.7

OVERALL IMPRESSION

16

CAESAR CATEGORY

AVERAGE POINTS BY SCORING AREA

3.2

AROMA

3.6

APPEARANCE

20

FLAVOR

3.9

MOUTH FEEL

7.6

OVERALL IMPRESSION

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**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/Awards.

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