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PR%F Awards 2020:

Ladies Rule

Women-owned spirit, wine, and beer brand is fastest growing segment in the industry.

By Debbie Hall

The inclusion of the Women-Owned Spirits category in PR%F Awards 2020 showcase how women-owned brands, along with female master distillers, blenders, mixologists, and executives, are the fastest growing segment according to Constellation Brands. The selection of female-founded brands has exploded—women-owned companies as diverse and distinct as their product. The prestigious honor for winners selected by beverage industry buyers is the ultimate competition in an industry that serves over 300 categories. The private judging competition will be held at Green Valley Ranch Resort later this year on Dec. 1-2.

Women are trendsetters with innovations such as ready-to-drink packaged beverages (RTD), including spirits and cocktails. The Distilled Spirits Council of the United States reported profits of \$351 million in 2019 from RTD spirits and cocktails' sales.

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“As a woman-owned brand in a male-dominated spirits industry, I’m very humbled by Fishers Island Lemonade’s growth within the ready-to-drink canned cocktail market. Fishers Island Lemonade was born behind the bar and not in a boardroom; our brand is tied to a family-run Inn on Fishers Island, New York, called The Pequot Inn,” explains Bronya Shillo, Founder and CEO of Fishers Island Lemonade.

As for entering the PR%F Awards 2020, “This was the first year Fishers Island Lemonade has been entered into spirits competitions, and we’ve been thrilled with the results and feedback from industry experts and consumers so far. The PR%F Awards was a particular draw because of the breadth of categories, including Women-Owned, RTD Cocktails, and Design, as well as the caliber of sponsors and judges. The competition will be tough, and we are ready for it!”

