



MAVERICK DRINKS NAMED IWSC SPIRITS DISTRIBUTOR OF THE YEAR 2017

For the second year in a row, and the third time in four years, Maverick Drinks has been named Spirits Distributor of the Year at the International Wine & Spirit Competition.

16th November 2017

Maverick Drinks has been named Spirits Distributor of the Year 2017 by the International Wine & Spirit Competition (IWSC) judges, announced last night at the Annual Awards Banquet hosted at Guildhall, London. This is the second year in a row that Maverick Drinks has claimed this title, and the third time in the four years since the distributor was established in 2013.



Maverick Drinks won its first Spirits Distributor of the Year trophy at the International Wine & Spirit Competition in 2014 as a newcomer to the industry - founded only one year before in 2013. In 2016, Maverick Drinks was again rewarded for its unwavering support and education of craft spirits with its second Spirits Distributor of the Year title.

On winning the Spirits Distributor of the Year trophy for the third time, Michael Vachon, Maverick Drinks' head of brand development, commented: "It's an incredible honour to be recognised by the prestigious International Wine & Spirit Competition. Awards like this push us to continue innovating and driving change in the drinks industry and it once again affirms that craft spirits with provenance and authenticity are increasingly what people are looking for. We're very fortunate to work with some of the best brands and people in the business."



This news comes following a huge year for Maverick Drinks, which has seen the recruitment of a new national partner management team, the launch of its industry-wide #forwarddrinking campaign and several additions to its distribution portfolio, including Wolfburn single malt Scotch whisky, Brenne French single malt whisky, Bluecoat American Dry Gin and That Boutique-y Gin Company - which also celebrated success at the International Wine & Spirit Competition, picking up the London Dry Gin Trophy for its Swedish Rose Gin from Hernö at the Annual Awards Banquet.

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For Press Pack/Images: bit.ly/MavIWSC

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Maverick Drinks was founded in 2013, with a mission to bring great drinks and craft spirits to the UK because consumers are increasingly looking for products with provenance, authenticity, and craftsmanship they admire. Awarded IWSC Spirits Distributor of the Year in 2014 and 2016 (and now 2017!), Maverick Drinks' portfolio includes some of the finest and most award-winning spirits in the world, which they make available through their ever-growing network of partners in the UK: drinks wholesalers, high street outlets, online retailers, and more.

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