NEWS | BEVERAGES

ABD wins in Brussels at the International Taste Institute awards

The Allied Blenders and Distillers product portfolio walks away with 9 global awards for superior taste

By **Shraddha Warde** | February 7, 2024



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Allied Blenders and Distillers Limited (ABD), the largest Indian-owned Indian-made foreign liquor (IMFL) company and the third largest IMFL company in India for sales volume between Fiscal 2014 and Fiscal 2022 has won at the International Taste Institute (ITI) Awards, Brussels.

Three premium products from the company, namely, X&O Barrel Premium Whisky, Sterling Reserve Premium Cellar Brandy, and Sterling Reserve Blend 10 Premium Whisky have been recognized as Remarkable Products. This achievement stands out from a total of 9 wins for the ABD portfolio.

A distinguished jury comprising over 200 top-tier gastronomy experts from 20 countries evaluated and awarded Superior Taste awards to the ABD portfolio. Winners included Srishti Premium Blended Whisky, Kyron Premium Brandy, Officer’s Choice Blue Whisky, Sterling Reserve Blend 7 Whisky, ICONiQ White Whisky, and the flagship Officer's Choice Whisky.

Arun Barik, Executive Director, said: "It's gratifying to see new blends like Sterling Reserve Premium Cellar Brandy and X&O Barrel Premium Whisky earn prestigious awards, and Sterling Reserve Blend 10 being consistently recognised as a Remarkable Product for three consecutive years by a jury."

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