



Amarula Gold has been crowned Liqueur of the Year at the 2014 New York International Spirits Competition (NYISC), cementing its US debut in style.

The clear gold spirit aperitif, with a 30% alcohol by volume, is marketed as an original, cream-free expression of the wild-harvested marula fruit liqueur, produced from the fruit that is indigenous to sub-Saharan Africa.

Given the winning vote by the NYISC judging panel, Amarula Gold was put through a rigorous blind taste test against entries from around the world, before being evaluated on category and price.

The contest claims to be the only international spirits competition where all judges come from the liquor trade, and possess a thorough understanding of what consumers want. Drawn from New York's top spirits stores, restaurants and hotels, they include mixologists, sommeliers and other specialists working in hospitality and retail.

The newly crowned NYISC gold medallist is made for mixing and has an aromatic, bold and vibrant marula flavour and a smooth finish. Launched exclusively in South Africa and in duty free outlets globally, Amarula Gold can be enjoyed neat on the rocks, or with a variety of mixers in tall drinks, cocktails and shooters.