



Media Release

### **Newfoundland Screech Rum Wins Double Gold Medal at International Spirits Competition**

**St. John's, NL, June 5, 2013** –Famous Newfoundland Screech Rum was awarded a Double Gold Medal at the prestigious San Francisco World Spirits Competition held in March 2013. This competition is regarded as the leading gauge for spirits trends and identifying top quality international products. Judged by 34 international judges, Double Gold is the highest award a spirit can attain. Screech achieved this in the category of "Best Gold Rum".

"We are extremely pleased with this international recognition of our Newfoundland brand" said Steve Winter, President and CEO of the Newfoundland Labrador Liquor Corporation. "Newfoundland Screech Rum has had a long tradition in Newfoundland and Labrador and is a big part of the culture of our Province".

**About Screech:** Newfoundland Screech Rum is an iconic spirits brand owned by the NLC. Screech is an imported Jamaican rum, blended and bottled by NLC's Rock Spirits division. It is the #1 selling dark rum in Newfoundland and Labrador, and is sold in all provinces in Canada as well as select markets in the United States.

**About NLC:** NLC is a Provincial Crown Corporation in Newfoundland and Labrador, Canada responsible for managing the importation, sale and distribution of beverage alcohol within the province. NLC operates 24 Corporate Liquor Stores, services over 130 Liquor Express agency operated locations and distributes to more than 1,700 licensees.

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