ACURATE EVALUATION OF LIQUEUR CREAM

APRECIEREA LICHIORULUI CREMĂ

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Abstract: *The alcoholic beverage preferred by women is cream liqueur, thereby making it the most consumed type of liqueur worldwide. We have put together a study regarding the best sold cream liqueurs in the world and their ratings by the three relevant international organisations. The study includes the individual countries of provenance and the honors awarded.*

Key words: *cream liqueur, evaluation*

MATERIAL AND METHOD

1. San Francisco World Spirits Competition was founded in 2000 by Anthony Dias Blue. Blue is the current director of both the San Francisco World Spirits Competition and the San Francisco International Wine Competition. The Spirits Competition assesses hundreds of entrants annually (more than ~1100 in 2011 from 61 countries) with "blind" tastings involving panels of expert judges selected each year from the spirits industry including world-renowned mixologists, spirits buyers, and media from across the United States. Not all entries are given awards (those not judged of sufficient quality are not given an award) but most receive a bronze, silver, or gold medal from the tasting panel. The fact that most entrants receive an award likely involves some degree of self-selection, as the spirits producers choose whether to enter each of their brands in the competition and pay to receive a rating. Those entrants that are given a unanimous gold medal by the panel are given the distinction of a "double-

gold" medal. Additionally, a "best in show" designation is awarded in each main category of spirits.

Double gold medal 

Silver medal 

Gold medal 

Bronze medal 

2. The Beverage Testing Institute is based in Chicago, Illinois and founded in 1981 with its initial focus on wine but later branching into the world of spirits and beer. They use a dedicated tasting laboratory in order to create consistent results and minimize external distractions. Each periodic tasting is conducted at the same time of day under identical conditions. The panelists are selected from the professional world of restaurants and publications under the leadership of director Jerald O'Kennard. Not all spirits are given a rating. Those of sufficient merit are awarded a point score between 80 and 100.

- 80–84: Recommended
- 85–89: Highly Recommended
- 90–95: Exceptional
- 96–100: Superlative

3. Wine Enthusiasts publishes a magazine and other media to promote the appreciation of both wines and spirits. It is headquartered in New York and founded in 1979. Currently, spirits reviews are provided by F. Paul Pacult, who does tastings in a controlled environment. Results are given a point score.

- 80–84: Average
- 85–89: Very Good / Recommended
- 90–95: Superb / Highly Recommended
- 96–100: Classic / Highest Recommendation

RESULTS AND DISCUSSIONS

Of the 78 most sold liqueurs worldwide, 59 were ranked at least once during the evaluations of the three organisations. The 15 best rated products were:

San Francisco World Spirits Competition	Beverage Testing Institute	Wine Enthusiast
Baileys Original Irish Cream Liqueur		
2005 2006 2007 2008 2009 2010 2011	2007 93 2010 93	2007 90-95
Baileys Hint of Caramel Irish Cream Liqueur		
2006 2007 2008 2009 2010	2010 94	2007 90-95
Baileys Hint of Mint Chocolate Irish Cream Liqueur		
2007 2009 2010	2010 92	2007 90-95
Café Bohême Coffee Creme Liqueur		
2005 2006 2007 2008	-	2004 90-95
Carolans Irish Cream Liqueur		
2005 2006 2007 2008 2009	2007 87 2008 89	-
Castries Peanut Rum Crème		
2005 2006 2007	2007 94	2005 85-89 2008 85-89
Coole Swan Superior Dairy Cream Liqueur		
2008 2009	2008 90 2009 93	2009 96-100

Dooley's Original Toffee Cream		
2007	07 09 10 94 94 93	-
E&J Distillers Original Cask & Cream Liqueur		
2005 2006 2007 2008 2009 2011	*07 *08 *10 87 86 87 *11 82	-
E&J Distillers Cask and Cream Caramel Temptation Liqueur		
2005 2007 2009	2007 91	-
Feeney's Luxurious Irish Cream Liqueur		
2006 2007	2007 88	-
Godiva Milk Chocolate Liqueur		
2007 2008 2010	-	-
Lemon' Armonia Original Italian Cream Lemon Liqueur		
2009 2010 2011	-	-
O'Mara's Irish Country Cream Liqueur		
2005 2006 2007 2008	-	-
Starbucks Coffee Cream Liqueur		
2006 2007	2007 95	2006 90 - 95

The country rankings in relation to the number of products is the following:

COUNTRY	**NUMBER OF REPRESENTATIVE PRODUCTS**
IRELAND	23
SUA	21
ITALIA	7
MEXICO	5
SOUTH AFRICA	3
NETHERLANDS	2
BELGIUM	2
ENGLAND	2
AUSTRIA	2
NEW ZEALAND	2
SANTA LUCIA	1
SPAIN	1
COLUMBIA	1
VIRGIN ISLANDS	1
CANADA	1
GERMANY	1
ARGENTINA	1
TURKEY	1
NORWAY	1
FRANCE	1

Ireland is the country with the most highly rated products worldwide, counting twenty-three entries. The leading producer for most of these is Baileys. USA counts twenty-one products, produced in different states. Seven top liqueurs are produced in Italy.

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