

UNTAMED BEVERAGES BREAKS OUT WITH A CLEAN SWEEP OF DESIGN HONORS AND PORTFOLIO-WIDE MEDALS AT THE 2026 PR%F AWARDS

The Parrish-Based Ready-to-Serve Martini Company Is Challenging the Category with Big-Cat Branding, Bar-Worthy Flavor, and Cans Built to Command the Shelf

PARRISH, FL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [Untamed Beverages](#), the premium Ready-to-Serve (RTS) martini company built to disrupt the cocktail aisle, announced today that every product in its portfolio was recognized at the 2026 PR%F Awards. The win puts the emerging Florida brand on a national stage with a clear message for the category: premium cocktails do not need to be predictable, muted, or poured from ordinary-looking cans.



Founders and Good Neighbors

Across the competition, Untamed Beverages dominated on two fronts: design that stops consumers in their tracks and liquid that delivers after the pour. All four of the company's big-cat-inspired cocktail cans earned Best of Show recognition and perfect 100-point Century Awards for package design. In blind tasting, the portfolio captured two Double Gold medals, one Gold medal, and one Silver medal, proving the brand is more than a bold look — it is a full-force martini platform.

The PR%F Awards are judged by beverage industry professionals and buyers spanning the retail, hospitality, travel, and beverage sectors. For Untamed Beverages, recognition reinforces the brand's founding conviction: the next generation of premium cocktails should be built for the glass, engineered for impact, and free from the conventions of the ready-to-drink aisle.

“We did not build Untamed to blend in,” said Sheila Colella, one of the founding partners. “We built it to own its space—visually, emotionally, and in the glass. These awards matter because they recognize both sides of the brand: the cans create the first reaction, and the cocktails back it up.”

Packaging Built to Pounce

Untamed Beverages’ packaging rejects the soft, predictable cues often seen in canned cocktails. Each design uses a distinctive big-cat identity to create instant recognition, high-impact shelf presence, and a portfolio that feels unified without feeling uniform. The result is a brand system made for consumers who want premium beverages with attitude, artistry, and a sense of occasion.

Receiving Best of Show and 100-point Century Award honors for every can design confirms that Untamed is entering the market with more than attractive packaging. It is entering with a visual language designed to interrupt the shelf, challenge category sameness, and make the martini feel modern again.

A Medal-Winning Martini Lineup with Bite.

The liquid told the same story. In blind tasting, Untamed Beverages turned a design win into a total portfolio statement, with every martini submitted earning medal recognition. The lineup showed range without losing identity — bright, bracing, aromatic, bold, and built to be poured cold into a proper glass:



Untamed Beverages Logo



2026 Proof Awards

- Double Gold: Cheetah Lemon Drop and Cougar Dirty Martini—two signature cocktails that led the charge at the competition’s highest tasting tier.
- Gold: Lioness Peach and Rosemary Martini—a fresh, aromatic expression that brings polish, confidence, and originality to the portfolio.
- Silver: Black Panther Espresso Martini—a dark, sleek, high-energy take on a modern classic.

Together, the wins give Untamed Beverages a rare and powerful awards story: a package design sweep paired with medal-winning martinis in every can. It is a clean signal that the brand was not built to follow the ready-to-drink playbook. It was built to redefine expectations for the look, taste, and experience of Ready-to-Serve cocktails.

Ready-to-Serve, Not Ready-to-Blend-In

The awards arrive as consumers continue to demand cocktails that combine premium quality with greater ease and consistency. Untamed Beverages is pushing that expectation further with a brand built around shelf disruption, elevated formulation, and a serving ritual that feels closer to the bar than the cooler. These are cocktails made to be seen, poured, and remembered.

“This is only the opening roar,” added Cindy Carr, one of the founding partners. “Untamed Beverages was created to bring heat, polish, and personality to a space that too often plays it safe. We are here to raise the bar for Ready-to-Serve—and to make sure people remember the pour before they ever take the first sip.”

About Untamed Beverages

Untamed Beverages is a Parrish, Florida-based Ready-to-Serve Martini Company inspired by the strength, elegance, and individuality of some of the world’s most iconic big cats. The company pairs disruptive package design with carefully crafted martini recipes to create a cocktail experience that is premium, expressive, and unmistakably Untamed. Ready-to-Serve, not ready-to-blend-in—premium martinis crafted for any occasion.

The company was founded by six partners: Cindy Carr, Bruce Carr, Joe Colella, Sheila Colella, Lee Thaxton, and Carol Thaxton

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