2026 Tequila Mezcal Challenge: Entry Now Open for the World’s Most Prestigious Agave Spirits Competition

Wine Country Network, Inc. announced that entries are officially open for the 8th annual Tequila Mezcal Challenge, the "Oscars of Agave" spirits.



Tequila Mezcal Challenge logo

BROOMFIELD, CO, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- Wine Country Network, Inc. today announced that entries are officially open for the 2026 Tequila Mezcal Challenge, the agave spirits competition judged in Denver, Colorado. Entries close October 26, 2026, with samples due October 30. Judging takes place November 7–8, with results announced by mid-November — putting fresh medals and scores in producers' hands just as retailers finalize their holiday shelf sets.

The 8th Annual Tequila Mezcal Challenge, an invitation reserved for the most exceptional producers, will be held in scenic Broomfield, Colorado, beneath the iconic Boulder Flatirons. Christopher J. Davies, CEO and Competition Director, commented, "From the outset, our vision for the Tequila Mezcal Challenge was to create an elite platform that identifies the true benchmarks in agave spirits. In a landscape crowded with new brands, this competition stands alone in celebrating genuine excellence and craftsmanship—beyond the noise of flashy marketing."

Judged With More Precision

The 2026 competition meticulously evaluates entries across more than 60 categories, spanning tequila, mezcal, sotol, raicilla, and bacanora—setting a new global standard for agave-spirits competitions. Our exclusive panel, comprised of acclaimed sommeliers, buyers, and beverage

directors, judges each entry double-blind. Only the finest expressions, assessed by the most discerning palates, earn a place among the winners.


Tequila Mezcal Judges with 2023 Best of Show-1st Place Winner

New this year — digital medals with actual points. Studies show consumers rely on point scores displayed on hang tags and POS materials to decide whether to buy. Our new digital medals include your score, giving your brand a powerful, permanent shelf tool — included free (a $200 value). New, for the first time, a top-tier Platinum Award for 97–100 pt expressions. If your product is exceptional, it deserves the recognition to match.

With over 60 meticulously curated categories, this is the only competition in the world offering such a rarefied level of specificity for agave spirits. Participation is highly sought after by both established and boutique artisanal producers (5,000 bottles or less).

> From the outset, our vision for the Tequila Mezcal Challenge was to create an elite platform that identifies the true benchmarks in agave spirits. To do this, we broke things into more than 60 styles."
>
> *Christopher J Davies, CEO*

What you get as an entrant: real, usable results:
•Actual judges' scores on a 100-point scale
•Detailed tasting notes, regardless of whether you win a medal.
•Downloadable digital medal graphics (with points)
•National beverage press release distribution
•Ratings on Wine-Searcher.com
•Coverage in Wine Country International ©magazine (600,000 affluent enthusiasts)
Tequila, Mezcal and Agave Buyers Guide
•37% better ROI than SFWSC.

2026 Tequila Mezcal Challenge Packaging and Design Contest
Packaging and design are critical components of sales and marketing in the beverage industry. The contest also includes a packaging and design competition, judged by art directors and marketing mavens who will assess how your product design stands out in this crowded category.

All competition winners receive a limited-edition, die-cast medal, royalty-free digital medal art,

official scores (100 pts), and a coveted listing on the competition website. Winners also receive international exposure through our global news announcement and an exclusive feature in Wine Country International® Magazine—reserved for the very best in the industry.

Deadlines:
• Online entries due: October 26, 2026
• Samples delivered by: October 30, 2026

-2026 Tequila Mezcal Challenge- Spirits Judging
• Entry fee: $550 | Bottles required: 2 x 750ml

-2026 Tequila Mezcal Challenge Packaging and Design
• Entry fee: $225 | Bottles required: 1 x 750ml

For more information, visit:
https://www.teqmezchallenge.com/
##



New Tequila Mezcal Challenge Double Gold Medal Graphic with 95 points

About Us
Wine Country Network, Inc. was established in 2002. Our company publishes Wine Country International ® Magazine and the World Book of Whisky magazine.

The company also produces these world-famous beverage competitions:
•Denver International Spirits Competition
•Denver International Wine Competition
•Canned Challenge
•Drink Pink International Rosé Wine Competition
•North American Bourbon and Whiskey Competition
•Tequila Mezcal Challenge
•Global Whisky Challenge-UK and European Whisky
•Global Whisky Challenge-Asian and Oceania Whisky
•Global Whisky Challenge-North American Whiskey
•Global Wine Challenge

More info: https://winecountrynetwork.com/beverage-competitions/

Christopher J Davies
Wine Country Network, Inc
+1 303-665-0855

email us here
Visit us on social media:
LinkedIn
Instagram
Facebook

This press release can be viewed online at: https://www.einpresswire.com/article/943132682

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.