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Uncommon Spirits Wins Silver Medal at 2025 San Francisco World Spirits Competition for Debut Whiskey, The American

Phoenix, AZ – May 8, 2025 — Uncommon Spirits, a Phoenix-based craft whiskey and spirits brand, proudly announces its debut product The American has been awarded a prestigious Silver Medal in the American Whiskey category at the 2025 San Francisco World Spirits Competition, hosted by The Tasting Alliance.

Crafted with precision and aged up to 7 years, The American has quickly made a name for itself with its bold character, sweet undertones, and smooth finish. As Uncommon Spirits' first market release, this recognition marks a significant milestone for the young brand and its mission to bring premium, purpose-driven whiskey to the Southwest and beyond.

“We created The American to honor craftsmanship and character — not just in the glass, but in the community,” said Brandon Lebovitz, Chief Legal Officer and Co-Founder of Uncommon Spirits. “To earn a silver medal at one of the world’s most respected competitions on our first release is incredibly validating and fuels our drive to keep raising the bar.”

Uncommon Spirits is headquartered in Phoenix, Arizona, where The American is now available in select retail stores, restaurants, and bars across the Valley. Whiskey lovers can also order bottles directly online at www.theamericanwhiskey.com.

The recognition by the San Francisco World Spirits Competition places Uncommon Spirits among the most promising new whiskey brands in America — proof that bold beginnings can lead to uncommon success.

About Uncommon Spirits

Founded in Phoenix, Arizona, Uncommon Spirits is on a mission to “End Boring Whiskey” by crafting expressive, small-batch and single barrel releases that celebrate authenticity, adventure, and community. Rooted in Phoenix yet reaching drinkers nationwide, the team blends local grit with world-class distilling and blending expertise to create whiskeys that can stand proudly beside America’s heritage brands. Guided by the motto *Verum Intus* (“The Truth Is Inside”), the company directs a portion of profits from *The American* to its The Uncommon Foundation program, supporting veteran, children, and disability programs. Each release combines time-honored techniques with data-driven maturation strategies, delivering complexity without sacrificing approachability. Ongoing partnerships with Valley restaurants, retailers, and nonprofits keep community connection at the heart of everything Uncommon Spirits does. Discover more at UncommonSpiritsCo.com and follow [@UncommonSpiritsCo](https://twitter.com/UncommonSpiritsCo) for product drops and event updates.
