



18TH ANNUAL COCKTAIL CHALLENGE 2011

EXTENDED
ENTRY
DEADLINE
14TH FEBRUARY

The **Drinks International Cocktail Challenge**, now in its 18th year, has built a reputation for being the only truly independent cocktail competition in the world, attracting the highest calibre of entries from global brand owners, brand ambassadors and independent bar consultants. Once again this year, we are calling for entries from white spirits, brown spirits and liqueurs for all types of cocktails:

Long Drinks; After-Dinner and Apéritifs.

The first round will be held in February at Shaker UK in Central London. This qualifying round will be a blind tasting judged by a panel of industry experts with cocktails mixed by the Create Cocktails

team. The cocktail finals will take place on 19th May at Distil, the spirits exhibition at the London International Wine Fair. Here, our judges will award a trophy in each category and the overall Cocktail Challenge Champion will be decided and awarded at the prestigious International Spirits Challenge dinner in November.

The results of the qualifying round will be published in the May issue of Drinks International and the finals in the July issue.

All results will be posted on drinksint.com

How to enter

1. Please fill in one entry form for each cocktail entered (competitors may enter as many recipes as they wish in each category)
2. Tick the appropriate categories you wish to enter
3. Complete the method of payment form (see overleaf for entry fees)
4. Photocopy the completed entry form(s) for your records
5. Return the original entry form, along with recipe, and photographs of the cocktail. The recipe should clearly indicate the ingredients, measures, method, garnish and type of glass to be used.
6. Recipes must be original and should contain no more than five ingredients and a minimum of three (including garnishes, drops, dashes etc).
7. Entry forms and recipes should be sent by fax, post or email with payment to: Cocktail Challenge 2011, Agile Media, Zurich House, East Park, Crawley, West Sussex, RH10 6AS, UK. UK. Fax: +44 (0) 1293 474010. Email: cocktailchallenge@agilemedia.co.uk. Entry forms must be received by 14 February 2011.
8. Drinks International will provide all fresh produce, juices, garnishes, ice and glassware. Competitors must supply any specialised ingredients and all alcohol required for their cocktails. Two cocktails will be mixed for each recipe. Please ensure you send sufficient quantities, plus an additional bottle to allow for breakages.
9. All samples should be delivered with UK duties and taxes paid and the relevant duty stamps applied to: Cocktail Challenge 2011, c/o Flightstore, Unit 27-29

Cobham Way (Gatwick International Distribution Centre), Gatwick Road, Crawley, RH10 9RX, UK. Tel: +44 (0) 1293 534271. If duty has not been paid our excise agent, Geodis, can arrange this for you and will charge you an arrangement fee. **When sending your samples, please ensure that you tick the appropriate box on the carrier sheet ('dutiable shipments/customs clearance') that indicates all duty should be charged back to you ('the shipper'). Please note failure to follow the correct UK duty procedures will result in your entry being withdrawn from the competition. All bottles must be delivered by 11 February 2011.**

10. Please ensure all deliveries are clearly labelled with the name of the submitter, name of the cocktail, contents of the package and 'Drinks International Cocktail Challenge 2011'
11. Please note all products submitted will not be returned.

Shaker
bar school

DISTIL
the business of spirits
17-19 May 2011, ExCeL London

Drinks
INTERNATIONAL

FAX TO: JO MORLEY +44 (0) 1293 474010
COCKTAIL CHALLENGE 2011 ENTRY FORM - ENTRY DEADLINE 14 FEBRUARY 2011

Please photocopy this form for each Cocktail entered

Entry of cocktails entered

Name of company entering the challenge

Address:

Country:

Telephone number:

Contact name:

Job title:

Phone number:

Email:

Cocktail name:

Principal brand used:

Brand owner:

Please tick the relevant category you wish to enter:

White spirits:

Brown spirits:

Liqueurs & Specialities:

Cocktail type:

Long Drink Apéritif After-Dinner

PAYMENT

- Cost per entry is £200 + VAT per category entered. Three entries cost £500 (+VAT) and thereafter each category costs £100 (+VAT) each.
- Orders with an invoice value of less than £500 (excluding VAT) must be paid by cheque or credit card. Orders exceeding £500 (excluding VAT) may request an invoice.
- VAT is payable on UK entries. EU entries are exempt upon provision of the VAT number. No VAT is payable for countries outside of the EU.

Competition	Quantity	Net price	VAT @ 20%	Amount
Drinks International Cocktail Challenge 2011				

VAT number: _____

Currency

We wish to pay in: £ Sterling € Euros \$US dollars

The relevant exchange rate will be calculated as at date of processing.

Payment options

- Payment by credit card

Please charge £ _____ to my credit card

(please include VAT amount, if applicable)

VISA Mastercard AMEX

Card number: | | | | | | | | | | | | | | | | | | | |

Expiry date: | | | | Security code: | | | |

Name on card:

Cardholders address:

Signature:

- Payment by cheque Please make cheques payable to **Agile Media Ltd**

- Please send an invoice to the address overleaf (or provide a different address here). Invoices can only be issued for orders exceeding £500 (excluding VAT)

We confirm that all samples entered will be delivered with all applicable duties, taxes and shipping charges paid including, without limitation UK excise duty, customs community tax, VAT and shipping charges and accept full liability for all such charges. We acknowledge that any failure to make such payments may result in disqualification from the competition.

We confirm that we have read and understood the rules and instructions set out in 'Important notes' on this entry form (below).

Signature:

Print name:

Date:

Important notes

The Create Cocktails bar team will mix two of each cocktail recipe containing a minimum of three and a maximum of five ingredients. Drops and dashes are considered as an ingredient. Basic fruit juice, fresh egg white, non-alcoholic mixers and bitters are permitted but **no homemade, previously blended ingredients or ice-cream will be allowed**.

The judging will take place in February 2011 at Shaker UK in central London. Marks will be given out of 30 on a) presentation (10 points); and b) aroma, balance and taste (20 points). In this qualifying round, the judging panel will comprise of those with a thorough knowledge of the spirits industry. As this is a blind tasting, we may include specialists who work for a spirits company.

The top-scoring cocktails in each category will go through to the finals on 19 May at Distil, alongside the London International Wine Fair. At this stage, the judging is not blind and the panel will comprise of those not directly connected with the spirits industry but who have expertise in this field.

Finalists will be required to provide their own bartender or ask Drinks International to provide one at the finalist's own cost. Finalists are also required to provide all ingredients aside from ice, purées and glassware, unless entrants prefer to use their own. Two cocktails will be made for each recipe. A trophy winner from each category will be decided and compete for the overall Drinks International Cocktail Challenge Champion 2011, which will be presented at the International Spirits Challenge dinner in November. The results of the qualifying round will be published in the May issue of Drinks International and the finals in the July issue. All results will be posted on drinksint.com

DATA PROTECTION

We will use this data for the purposes of administering your entry into the Cocktail Challenge and to contact you with any queries.

We may also use it to contact you about other competitions or products on behalf of Drinks International or Agile Media, Cocktail Challenge sponsors or carefully selected third parties.

If you do not wish to be contacted by any of the following please tick the relevant box:

Mail Telephone Email Fax Text

Drinks International

Agile Media

Cocktail Challenge sponsors

Third Parties

Agile Media, Zurich House, East Park, Crawley, West Sussex, RH10 6AS, UK
 Company. Registered no 6646125. VAT number: 938 4452 95

For office use only

Date received:

Product number:

For enquiries contact: Jo Morley on +44 (0) 1293 590044 email jo.morley@drinksint.com
www.drinksint.com