



# Pre-Mixed Drinks Challenge 2012

## ENTRY FORM

### How to enter

1. Please complete in capital letters in black ink.
2. Please fill in one entry form for each product entered using one as a master which includes payment details.
3. Complete the entry form using the correct accents, where applicable. All details will be reproduced for results and certificates. Drinks International takes no responsibility for corrections of errors or illegible text made by the entrant.
4. Tick the categories you wish to enter. Please note:  
For categories 1-3 please name the cocktail (e.g. 'Mojito')  
For categories 4-5 please name the alcoholic drink (e.g. 'Vodka') and mixer (s) (e.g. 'Tonic')  
Categories 6-7 refer to original RTDs. Please describe the main elements of the product's flavour.
5. Complete the method of payment form (see overleaf for entry fees).
6. Photocopy the completed entry form(s) for your records and return by fax or post with payment to: Pre-Mixed Drinks Challenge 2012, Agile Media Ltd, Zurich House, East Park, Crawley, West Sussex, RH10 6AS, UK.  
Fax: +44 (0) 1293 474 010 (please telephone to confirm fax receipt:  
+44 (0) 1293 590049). Email: [monica.tapias@drinksint.com](mailto:monica.tapias@drinksint.com)

Entry forms must be received by Friday 11th November

7. Please email a high res bottle shot of your brand to accompany your entry to [nikayla.langley@drinksint.com](mailto:nikayla.langley@drinksint.com). This needs to be at least 300dpi.
8. Send TWO bottles for each brand entered (please note that for tasting purposes at least 500ml of liquid is required). If entering the Design & Packaging category, please send in a THIRD bottle

All bottles should be sent to: Pre-Mixed Drinks Challenge 2012, c/o Flightstore, Unit 27-29 Cobham Way, (Gatwick International Distribution Centre), Gatwick Road, Crawley, RH10 9RX, UK. Tel: Mike Potts +44 (0) 1293 534271

All bottles must be delivered by Friday 18th November

Entrants are responsible for all charges relating to UK duties and taxes and this must be indicated on all shipping documents.

9. Please ensure all deliveries are clearly labelled with the name of the submitter and 'Pre-Mixed Drinks Challenge 2012'.
10. Please note bottles submitted will not be returned.



**DEADLINE  
FOR ENTRIES**  
**Friday 11th Nov**

**ENTRY FORM - ENTRY DEADLINE FRIDAY 11TH NOVEMBER**  
FAX ENTRIES TO + 44 (0) 1293 474010

**Please photocopy this form for each brand entered**

Entry  of  brands entered Name of company entering the brand: \_\_\_\_\_

Address: \_\_\_\_\_ Country: \_\_\_\_\_

Contact name: \_\_\_\_\_ Job title: \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_

**Brand name:** \_\_\_\_\_ **Brand owner:** \_\_\_\_\_

**Please tick the relevant category you wish to enter:**

**Ready made classic cocktails.** Cocktail name \_\_\_\_\_

**Classic cocktails** – User adds alcoholic drink (s). Cocktail name \_\_\_\_\_

**Classic cocktails** – User adds mixer(s). Cocktail name \_\_\_\_\_

**Classic alcoholic drink/mixer combinations.** Alcoholic drink type(s) \_\_\_\_\_ Mixer type(s) \_\_\_\_\_

**Contemporary alcoholic drink/mixer combinations.** Alcoholic drink type(s) \_\_\_\_\_ Mixer type(s) \_\_\_\_\_

**Original/unique product combinations** – long alcoholic drinks (min 200ml). Description of drink flavour \_\_\_\_\_

**Original/unique product combinations** – short alcoholic drinks/shooters (less than 200ml). Description of drink flavour \_\_\_\_\_

**Design and packaging awards.** (Please note that cost per entry into this category is an additional £200. Multiple discounts apply – see payment details below).

Do you wish to enter your brand into these awards? Yes  No

If yes, please provide a short statement (50 words max) about your design brief including who the product is targeted at: Please continue on a separate sheet if necessary

Producers name: \_\_\_\_\_ Producer Tel: \_\_\_\_\_ Country of origin: \_\_\_\_\_ Alcoholic strength: \_\_\_\_\_

Retail price: \_\_\_\_\_ Sterling £ \_\_\_\_\_ Euros € \_\_\_\_\_ Dollars \$US \_\_\_\_\_

What is the ideal serving temperature? \_\_\_\_\_ °C \_\_\_\_\_ Bottle size: \_\_\_\_\_

Is this brand distributed in the UK? Yes  No

Please select which markets your product is available in:

On-trade  Off-trade  Domestic  Duty free

Who is your target consumer?

Please select which regions your product is available in:

Europe  North America  South America  Asia  Australasia  Africa

**Important Notes**

1. The Pre-mixed Drinks Challenge is organised by Agile Media Ltd, publishers of Drinks International, under licence from William Reed Business Media Ltd. The company address is Agile Media Ltd, Zurich House, East Park, Crawley, West Sussex, RH10 6AS, UK
2. Please ensure that you have the brand owners consent before entering the competition.
3. Please adhere to the deadlines set out in this form. Late entries may not be accepted. Agile Media accepts no responsibility for any lost, damaged, late or mislaid product or entry. Proof of posting is not proof of delivery.
4. The wines will be blind tasted by an expert and independent panel of judges selected by the organiser. The judges will give the wines a score according to the aroma, appearance and taste. The score is intended as a guide for judges only in determining which medal should be awarded. Commended, Gold, Silver, Bronze will be awarded according to a consensus reached by the judging panel. The best of the best will be awarded Trophy medals. The judges' decision is final.
5. A list of medalists will appear in the January 2012 issue of Drinks International and on drinksint.com. Product images may also be used. Participants consent to their names and photographs being used in any competition publicity unless otherwise requested in writing.
6. Those awarded medals may publicise their award in association with the relevant product provided the year in which it was won is stated. Those awarded are granted a non-exclusive, non-transferable license to use the Pre-mixed Drinks Challenge logo in connection with its own award for a period of 3 years from the date of the award.

**PAYMENT DETAILS - You only need to complete this section once per company**

1. Cost per entry is £200 + VAT per product/category entered.
2. 3 entries = £500 and £100 per entry thereafter
3. 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.
4. Your entry fee does not include the costs of Duty or delivery'

Categories	Quantity	Net price	VAT @ 20%	Amount
Pre-mixed Drinks Challenge				
Design & Packaging				

**Your VAT number\*:**

\*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.

**Currency**

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

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

**Payment options**

1. 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: \_\_\_\_\_

Signature: \_\_\_\_\_

Print name: \_\_\_\_\_ Date: \_\_\_\_\_

**Data Protection**

We will use this data for the purposes of administering your entry in the Pre-mixed Drinks 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, Agile Media or carefully selected third parties.

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

Drinks International	Mail <input type="checkbox"/>	Telephone <input type="checkbox"/>	Email <input type="checkbox"/>	Fax <input type="checkbox"/>	Text <input type="checkbox"/>
Agile Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Third Parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Agile Media Ltd, Zurich House, East Park, Crawley, West Sussex, RH10 6AS, UK.  
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**For office use only**

Date received: \_\_\_\_\_

Account number: \_\_\_\_\_ Product number: \_\_\_\_\_