

In the mix

The first annual Drinks International Pre-mixed Challenge attracted a wide range of innovative and high quality entries. Here are the results

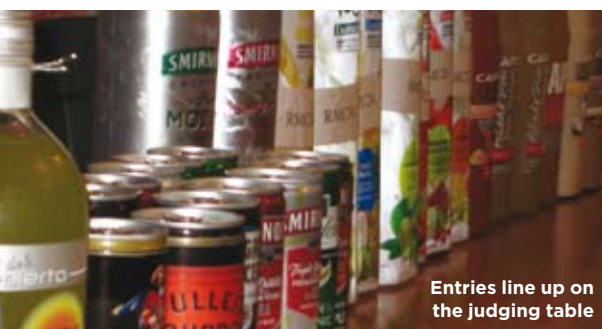
Drinks International's inaugural pre-mixed drinks challenge has revealed a high level of innovation in the ready-to-drink category. Judges included top bartenders, trainers, consultants and a Barwizard. Entrants had a choice of five categories in which to submit their drink, depending on how it is made. Categories ranged from original product combinations for non-traditional pre-mixed drinks to ready-made cocktails for drinks that are ready to serve. The results show an impressive eight gold medals, five silvers, five bronzes and five commendeds. **DI**





Judges

1. Neil Lowrey from dynamic flair duo The Barwizards; **2.** Dan Wilks from Create Cocktails; **3.** Bartender trainer Leanne Davidson; **4.** Julian Shaw, director of bar consultancy the Gorgeous Group; **5.** Drinks International's news and website editor Lucy Britner.



Entries line up on the judging table



Original/unique product combination

| Brand owner | Brand | Medal |
|----------------------|---------------|-------|
| Global Brands | VK Vodka Pear | Gold |

Classic alcoholic drink and mixer combination

| | | |
|---------------|--|-----------|
| Diageo | Smirnoff Vodka & Schweppes Tonic | Gold |
| Diageo | J&B and Cola | Silver |
| Diageo | Bulleit Bourbon & Cola | Bronze |
| Diageo | Smirnoff Vodka & Ocean Spray Cranberry Juice | Bronze |
| Diageo | Smirnoff Vodka & Apple Juice Drink | Commended |
| Diageo | Gordon's Gin & Schweppes Tonic | Commended |

Ready-made cocktails

| | | |
|--|----------------------------------|-----------|
| Diageo | Smirnoff Cosmopolitan | Gold |
| VNC Cocktails | Margarita | Gold |
| VNC Cocktails | Banana Daiquiri | Gold |
| VNC Cocktails | Feijoa & Apple | Gold |
| VNC Cocktails | Strawberry Daiquiri | Silver |
| Cooperativa Agricola Pisquera Elqui | Capel Toffee Cream Colada | Silver |
| Global Brands | VK Mojito Original | Bronze |
| Diageo | Cacique Mojito | Bronze |
| Cooperativa Agricola pisquera Elqui | Coctel Capel Pina Colada | Bronze |
| Beam Global Spirits & Wine | Sauza Original Margarita | Commended |
| West Eleven Cocktails | Elderflower Collins | Commended |
| Cooperativa Agricola Pisquera Elqui | Capel Pisco Sour Doble Destilado | Commended |

Classic cocktail (user adds alcoholic drink)

| | | |
|---------------|------------|------|
| Funkin | The Mojito | Gold |
|---------------|------------|------|

Design & packaging

| | | |
|---------------|--|--------|
| Diageo | Smirnoff Cosmopolitan | Gold |
| Diageo | Captain Morgan Original Spiced Gold & Cola | Silver |
| Diageo | J&B and Cola | Silver |