



# 19th ANNUAL COCKTAIL CHALLENGE 2012

**CLOSING DATE  
FOR ENTRIES  
27th JANUARY  
2012**

The **Drinks International Cocktail Challenge**, now in its 19th 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:

**Apéritifs; Long Drinks and After-Dinner.**

The first round will be held in late 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 a team of professional bartenders.

The cocktail finals will take place in April at a leading London bar. Here our judges will award a trophy in each category. The overall Cocktail Challenge Champion will be decided and awarded at the Drinks International 40th Birthday Party in July.

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

**All results will be posted on [drinksint.com](http://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 high resolution 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, not including drops, dashes and garnishes.**
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. Fax: +44 (0) 1293 474010. Email: [cocktailchallenge@agilemedia.co.uk](mailto:cocktailchallenge@agilemedia.co.uk). Entry forms must be received by 27 January 2012.
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 2012, Agile Media, Zurich House, East Park, Crawley, West Sussex, RH10 6AS, UK. Tel: +44 (0) 1293 590050. 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 8th February 2012.
10. Please ensure all deliveries are clearly labeled with the name of the submitter, name of the cocktail, contents of the package and 'Drinks International Cocktail Challenge 2012'.
11. Please note products submitted will not be returned.

Shaker  
BARSCHOOL

Drinks  
INTERNATIONAL



**FAX TO: JO MORLEY +44 (0) 1293 590044**  
**COCKTAIL CHALLENGE 2012 ENTRY FORM - ENTRY DEADLINE 27 JANUARY 2012**

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

Entry <input type="checkbox"/> of <input type="checkbox"/> cocktails entered	Email:
Name of company entering the challenge	Cocktail name:
Address:	Principal brand used:
	Brand owner:
	Please tick the relevant category you wish to enter:
Country:	White spirits: <input type="checkbox"/>
Telephone number:	Brown spirits: <input type="checkbox"/>
Contact name:	Liqueurs & specialities: <input type="checkbox"/>
Job title:	Cocktail type:
Phone number:	Apéritif <input type="checkbox"/> Long Drink <input type="checkbox"/> After-dinner <input type="checkbox"/>

**PAYMENT**

1. Cost per entry is £200 + VAT per category entered. Three entries cost £500 (+VAT) and thereafter each category costs £100 (+VAT) each.
2. 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.
3. 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 2012				

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**

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: \_\_\_\_\_

2. Payment by cheque  Please make cheques payable to **Agile Media Ltd**
3. 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**

A professional bar team will mix two of each cocktail recipe containing a minimum of three and a maximum of five ingredients. 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 2012 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 in april in central London. 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 chosen to compete for the overall Drinks International Cocktail Challenge Champion 2012, which will be presented at the Drinks International 40th birthday party in July. The results of the qualifying round will be published in the April issue of Drinks International and the finals in the August 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.

<b>For office use only</b>	
Date received:	
Account number:	Product number:

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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agile Media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cocktail Challenge sponsors	<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"/>

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