



Competition Date:

Monday October 10-13, 2021.

Competition Location:

The Improv
550 S Rosemary Ave
Unit 250
West Palm Beach, FL 33401

Competition Outline:

Competitors will be challenged to make two original cocktails four times each on stage featuring **Plantation Rum, Aviation Gin, Finest Call & Reàl Syrups**. They will have a back bar providing different expressions of the sponsors to choose from to include in their Specialty Cocktails. The overall winner will be the best competitor with the best original **Specialty Cocktails** and with the best Flair performance on stage as judging points will be based on 50% Mixology & 50% Flair.

There will be a chance to test your accuracy during your round with an unlabeled bottle of water and earn ten bonus points if you are accurate... but... if you miss the pour you will be deducted ten points. The Free Pour is optional... will you take the gamble or will you play it safe?

This event will be broadcast live on Cocktail Network Live with some great opportunities for competitors and the audience alike to make some money and exposure.

ABOUT THE SPONSORS

PLANTATION RUM:



Passionate, curious, refined taste for beauty, Alexandre Gabriel is a tireless entrepreneur in search of perfection. An artisan businessman, he delivers the best product by implementing the most advanced and precise production methods. He knows that a great cognac, a superior rum, is above all a powerful emotion to be shared. Alexandre Gabriel applies the discipline and passion of ancient craftsmen, artisans, and goldsmiths to his rum and cognac.

In 1989 Alexander Gabriel discovers Maison Ferrand, one of the oldest spirit brands in the Cognac region. The reputation of the House is indisputable but sales are lagging. An immediate crush grabs hold and Alexandre Gabriel dives in with exuberance to the details and craft of Cognac production.

Travel follows passion and soon Alexandre Gabriel is creating a dedicated distribution network of equally passionate partners. He builds on his values and vision for the House. Twenty years later, most of his founding team are still together.



The 1990s see Alexandre Gabriel combing the Caribbean in search of the best rums of the region. Plantation is born: an artisanal range of rums from the great terroirs of the tropics. Fifteen years of dedicated rum-making later, in 2012, Alexandre is awarded Master Rum Blender of the Year at the Golden Rum Barrel Awards and was named Distiller of the Year by The American Distilling Institute.

Today, President and Owner of Maison Ferrand, Alexandre Gabriel has won praise across the category and industry. Focusing on three major spirits that represent the passion and vision of Maison Ferrand: Ferrand Cognac, Citadelle Gin, and Plantation Rum : authentic spirits that express the individual terroirs that made them.

For more info on **Plantation Rum** you can visit:

<https://www.plantationrum.com>

PLANTATION

— RUM —

AVIATION GIN: **Quality Purees Crafted with a Movement in Mind**



Like the world's finest gins, Aviation is distilled using a proprietary maceration recipe that produces a pure medley of botanical flavor.

STEP 1: INFUSION

It all starts with our precise blend of botanicals – cardamom, coriander, French lavender, anise seed, sarsaparilla, juniper, and two kinds of orange peel. The botanicals are suspended in a pure, neutral grain spirit for 18 hours in macerating tanks.

STEP 2: DISTILLATION

The macerate is then pumped into a still along with pure water. Steam jackets heat the macerate, the vapors go into the condenser, which cools the vapors to form the gin distillate.

STEP 3: THE CUT

In a meticulously monitored process, the first fluid leaving the still, the "heads," is removed. Collecting the "heart of the spirit" throughout the run, the distillers then determine the end of the cycle and make the final cut, "the tails." This process takes approximately 7 hours and at this point, the "heart cut" is 142 proof.

STEP 4: BLENDING & BOTTLING

The "heart cut" is transferred to a blending tank where pure water is added, bringing the gin to the desired 84 proof. It is then sent to the bottling line for filling, capping, and labeling. Aviation is then hand-packed into boxes and ready to ship.

For more info on **Aviation Gin** you can visit:

<https://www.aviationgin.com>



REAL SYRUPS: **Quality Purees Crafted with a Movement in Mind**



Reàl Cocktail Ingredients began in 2006 with a singular focus; to create the first cream of coconut product that wasn't packaged in a can. But after sharing Coco Reàl with mixologists all over the world, we uncovered a need for a new line of puree products that would allow these cocktail artists to meet the demands of mixology minded consumers everywhere and continue to push the boundaries of cocktail creation to new heights.

So in 2014, Reàl's full line of Infused Syrups was born. Inspired by the mixologists that have dedicated their lives to raising the bar on quality cocktails, we set out to create a full line of puree infused syrups that highlight the most authentic, real and pure flavors on earth.



Because we know that a drink is only as good as its ingredients, we hold everything that goes into our Reàl products to a standard of freshness and quality that is unmatched within the industry. Every product contains up to 40% pure fruit puree blended with all-natural cane sugar to create a product that is ideal for blending and mixing cocktails of all varieties. Our dedication to creating authentic flavors truly knows no bounds or borders.

The only way to truly understand how Reàl is revolutionizing cocktails for mixologists and consumers alike is to experience it for yourself. So go enjoy a drink made with Reàl, it'll change the way you think about cocktails. Cheers!

For more info on **Reàl Syrups** you can visit:

<https://www.realingredients.com>





FINEST CALL:

A trusted resource behind any bar

For the last 20+ years, Finest Call has worked tirelessly to create a line of premium cocktail mixers that bartenders everywhere can trust. From the tens of thousands of bars and restaurants that stock our products, to the hundreds of thousands of bartenders and mixologists who serve mixed drinks and ultimately, millions of patrons who enjoy it, Finest Call has become a worldwide staple and a major part of today's cocktail landscape.

Finest Call we search for the finest ingredients

To create the best cocktail mixers, we start with the best ingredients.

We've scoured the globe to identify and select only the most renowned varieties of fruit.

By using only the best varieties, every time, we can guarantee an unsurpassed cocktail experience with perfect consistency in every batch.

But it's not just the type of fruit that makes our products the best, it's when that fruit is harvested.

Our technical department has identified the optimal harvest time for every fruit we use, ensuring that this perfect ripeness translates to unsurpassed flavor in every bottle.

For more info on **Finest Call** you can visit:

<https://www.finestcall.com>





Cocktail Network Live

"Showcasing bartenders making high quality cocktails while entertaining from behind the bar".

Cocktail Network Live is a new online presence created by Rob Husted and Dean Serneels. Cocktail Network Live is working to pivot bartending events into consumable social media content live on multiple platforms. We are dedicated to highlighting those that make these events so spectacular and fun for the industry. The competitors themselves. It is you that make these events fun, dynamic and inspiring for others. We are dedicated to showcasing everyone as an individual brand and create lucrative opportunities for all the bartenders competing. For each competitor to get the most out of a Cocktail Network Live event we ask that they each provide the following content to CNL to use during the broadcast.

In addition to the 5 minutes of stage time we are creating other content around each competitor. Approximately 6 additional minutes per competitor. The following table represents the time that will be dedicated to the competitors name, image or discussion thereof. Under each entry is the content that Cocktail Network Live is requesting from each competitor.

Competitor Content	Due Date	Event
3:00 minutes	Shot on location	Competitor #1 Interview Each competitor is asked to spend 3 minutes in an interview entitled "One Drink With...(competitors name)" hosted by Dean Serneels. This will be shot during the Meet and Greet or in the time created prior to the show. Be prepared to talk about your personal sponsors, employers, and all of your Social Media properties. Also have your cocktail recipe ready to discuss. Prepared if possible.
30 sec	ASAP. Deadline Sept 27 th two weeks prior to event	Competitor #1 Produced Commercial Each competitor is requested to shoot a 30 second promotion for Plantation Rum & Finest Call. It can be simply making a drink and talking about the sponsor for 30 seconds to a 30 second Flair showcase. Let your imagination and creativity run free.. In the commercial state your name, the title sponsor, the competitor sponsor and your drink name if your making a drink.
30 seconds	ASAP. Deadline Sept 27 th two weeks prior to event	Introduction- Competitor slide, intro 3,2,1,Go! Full Name Place of work Competitor Sponsor Years Bartending Years Flairing
5 minutes	Live	Competitor #1 performs Your five minutes on stage.
30 sec	Live	Competitor #1 post interview The Emcee will pull you aside after your round to get a quick post show reaction from you. This is your time in front of your friends and fans. Be Kind, Be graceful, Beware. Have fun.
30 sec	Live	Mixology Judge #1 Real Reaction Mixology judge will speak about your cocktail choices and its presentation.
30 sec	Live	Flair Judge #1 Real Reaction Flair judge will speak about your cocktail choices and its presentation.
60 sec	Live	Live Comments We will scan the internet and share some of the best and worst comments from You Tube and Facebook.

Competitor Sponsorship defined. (all fees to be negotiated and paid between the competitor and the sponsor. CNL will not be involved in this at this time)
Competitors will be open to three tiers of personal sponsorship for each event. *These sponsors may not conflict with competition or broadcast sponsors..* A title or logo will be presented on the screen at some point during the competitors 5 minutes.
(CNL reserves all rights associated with the execution of this element.)

- 1) Personal Brand – The Competitors personal #,@ or .com or company may be mentioned. IE follow John Doe at www.johndoe.com
- 2) Work Sponsor – The bar or organization that the competitor directly works for. If the competitor is independent than an additional sponsor may be used. Visit John at XYZ Casino on weekends. The competitor is responsible to negotiate any fees or assistance that the sponsor is willing to pay for.
- 3) Pro Sponsor – This is an entity that pays the competitor directly to promote it. John may wear clothing or use tools on stage to promote the entity.

Cocktail Network Live is a resource we are building to help bring education, exposure, opportunities and funds to bartenders and enthusiasts worldwide while helping grow our passions of bartending.

Professional bartenders have talent and marketable skills. We strive to be a platform to help showcase these talents and skills while giving back to the bartenders and helping us all grow together.

Competitors will submit a 15 second Bottle Flipping Video shot on their phone and send to Dean Serneels before Sept 27th for their intro video for the Cocktail Network Live broadcast.



Overall Rules:

- The only rum allowed in the competition is **Plantation Rum**.
- The only gin allowed in the competition is **Aviation Gin**.
- The only syrups allowed in the competition are **Reàl Syrups**.
- The competitors will each have five minutes on stage to impress the judges with their original two cocktails that can be made in any order.

Cocktail #1: Plantation Rum Cocktail (You are making 4 of these)

Plantation Rum (any expression supplied & 1oz minimum)

Finest Call Single Pressed (any expression & amount)

Reàl Syrups (any expression & amount)

Ingredients: Competitors Choice

Glassware & Garnish: Competitor Provided

Cocktail #2 Aviation Gin Cocktail (You are making 4 of these)

Aviation Gin (1oz minimum)

Finest Call Single Pressed (any expression & amount)

Reàl Syrups (any expression & amount)

Ingredients: Competitors Choice

Glassware & Garnish: Competitor Provided

- On stage there will be a back bar with various expressions of Plantation Rum set half full, Aviation Gin set half full, Accuracy bottle of water set half full, Finest Call Single Pressed set at any amount and Reàl Syrups the competitor can utilize in their original **Plantation Rum Cocktail & Aviation Gin Cocktail**.
- Competitors may utilize any additional store bought ingredients, non-competing spirits, glassware, ice, garnishes, etc... in their Specialty Cocktail they wish as long as they supply it themselves, it is in their recipes and it adheres to the rules.
- Non-competing spirits in your recipe will be supplied by the competitor and must be in its original bottle and packaging and can be set to any level.
No other Gin, Rum, syrup or competitive mixer will be allowed.
- Homemade ingredients **ARE NOT ALLOWED.**
- Competitors may utilize juice & egg whites (**and only juice & egg whites**) in Competitor choice bottles. Competitor choice bottles are clear unlabeled bottles for juice & egg whites only if it's in your recipe for your specialty cocktail. **No electrical tape, not tinted glass, no stickers, no distinguishing marks or elements, ... "clear unlabeled bottles" only.**

- Competitor choice bottles and other non-competing spirits bottles in your recipes other than Aviation Gin and Plantation Rum may be set to any level.
- There is no limit on ingredients or garnish.
- Competitors must clear their station within two (2) minutes after their routine.
- The bar will be cleaned and reset after each contestant. The bartender will have five (5) minutes to arrange their tins, specialty bottles, specialty store-n-pours, and props in their station. You may use the back bar for more room.
- Competitors that have a high degree of difficulty or Guest involvement in their routines must discuss their routine and be pre-approved by **Rob Husted** prior to the start of your round.
- Any drinks, props, assistance or equipment that is not already at the bar other than standard bar equipment must be pre-approved by **Rob Husted**.
- If the competitor would like music for their routine they must submit their clearly labeled thumb drive to the DJ during the preliminary meeting at 4pm.
- No fire other than a small torch for garnishes will be permitted on stage.
- The only Plantation Rum & Aviation Gin bottles allowed on stage are the half full ones on the bar schematic. You may pre-ice your glassware.
- Competitors can not rearrange items on the bar schematic prior to the start of their round but can only add to the front bar and back bar.
- Each competitor is responsible for producing a 30 second commercial submitted by **September 27th** showcasing **Plantation Rum** and **Finest Call**.
- Each competitor is responsible for emailing Dean Serneels the info for their competitor slide consisting of **Full Name, Place of Work, Competitor Sponsor (optional logo), Years Bartending and Years Flairing by September 27th.**
- Dean Serneels email address is: contact@cocktailnetworklive.com
- Competitor Video Interviews are mandatory and can be scheduled with Dean
- *Competitors must supply all other ingredients for their cocktails including glassware other than standard ice, Plantation Rum, Aviation Gin, Finest Call Single Pressed Lime & Lemon and Reàl syrups.*

Scoring:

The contest shall be based on a point system, with a total of **two hundred sixty (260) points** available to each competitor. Points may be accumulated during one round of competition with a fixed maximum number of points per round: 125 points for Flair and 125 points for Mixology and possible 10 point bonus for the Free Pour.

Flair Points:

Showmanship: 50 points.

Smoothness: 25 points.

Originality: 25 points.

Difficulty: 25 points.

Mixology Points:

Technique: 50 points.

Presentation: 25 points.

Taste & Aroma: 25 points.

Originality: 25 points.

Free Pour Wild Card Points: (Optional)

10 Bonus points if you are accurate.

10 Point deduction if you are not accurate.

Must be poured during your round and you will pull randomly 1 1/2oz, 2oz or 1/2oz pour right before your round starts.

Deductions:

Spills: 1 point

Drops: 1 point

Wrong/Missing Ingredient: 5 points

Breaks: 10 points

Missing the Free Pour: 10 points

Not attempting a Finest Call Stall: 50 points

Not submitting a 30 sec Plantation Rum & Finest Call commercial: Disqualification

Not submitting your competitor slide info: Disqualification

Unsportsmanlike Conduct: Disqualification



Flair Category Definitions:

Showmanship (50 points)

Showmanship: The bartender will receive points for how engaging and entertaining they are with the crowd and judges. Does your personality shine on stage and are you captivating or are you stone faced with little emotion?

Smoothness (25 points)

Smoothness: The bartender will receive points for showing total control of their tools and tricks. Their angles being tight rather than sloppy. Regardless of the difficulty level, do you “Nail” the moves or do you fumble through it?

Originality (25 points)

Originality: The bartender will receive points for an original move that is new or hasn't really been seen yet. Let your own style shine through.

Difficulty (25 points)

Difficulty: The bartender will receive points for making drinks with some style of Flair. The more degree of difficulty the more points will be awarded.

Mixology Category Definitions:

Technique (50 points)

Technique- The bartender will be judged on their overall technique and bartending skills during the cocktail building experience. Are you a master of your tools behind the bar or do show you are still learning proper clean efficient techniques?

Presentation (25 points)

Presentation- The judges will be looking at the overall appearance of the cocktail, is it appealing to the eye? Does it stand out from other cocktails? Does the overall appearance make sense?

Taste & Aroma (25 points)

Taste- The judges will be looking for the overall taste of the cocktail. Does the cocktail distinguish itself from other cocktails and is the taste appealing to the palate? Is the taste experience pleasurable and entice the senses as it is enjoyed by the tongue? Is the cocktail well balanced?

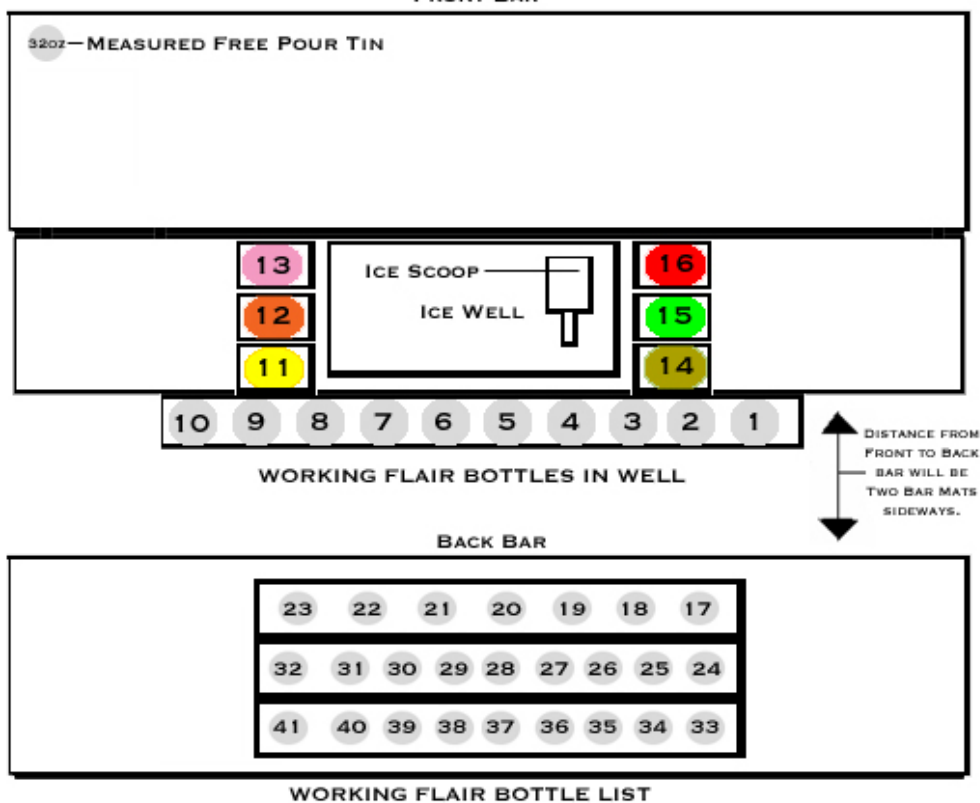
Aroma- The judges will be looking for the overall aroma of the cocktail. Is the odor appealing and help stimulate it's consumption or is the odor unappealing and lack characteristics that don't make sense with the recipe?

Originality (25 points)

Originality- How original is the Specialty Cocktail? Is it a replica of their cocktail on their menu already, a variation on one or something completely original and out of the box?



Bar Layout



1. FREE POUR BOTTLE
2. AVAILABLE
3. AVAILABLE
4. AVAILABLE
5. AVAILABLE

6. AVAILABLE
7. AVAILABLE
8. AVAILABLE
9. AVAILABLE
10. AVAILABLE

11. AVAILABLE
12. AVAILABLE
13. AVAILABLE
14. AVAILABLE
15. AVAILABLE
16. AVAILABLE

BACK BAR

17. FC S PRESSED LEMON
18. PLANTATION O.F.T.D. 1 LITER
19. PLANTATION PINEAPPLE
20. AVIATION GIN
21. PLANTATION 3 STARS
22. PLANTATION DARK
23. FC S PRESSED LIME



24. AGAVE REAL
25. APPLE REAL
26. BANANA REAL
27. BLACKBERRY REAL
28. BLACK CHERRY REAL
29. BLUEBERRY REAL

30. COCO REAL
31. GINGER REAL
32. GUAVA REAL
33. KIWI REAL
34. LYCHEE REAL
35. MANGO REAL



36. PASSION FRUIT REAL
37. PEACH REAL
38. PINEAPPLE REAL
39. PUMPKIN SPICE REAL
40. RASPBERRY REAL
41. STRAWBERRY REAL



Itinerary

Itinerary Sunday October 10th, 2021:

- 8pm: Competitor Meet & Greet
- 9pm: Competitor Video Interviews (Round 1)

Itinerary Monday October 11th, 2021:

- Noon-3:20: Competitor Video Interviews (Round 2)
- 4pm: Competitor Meeting
- 5pm-Midnight: Competition
- Midnight: After party and Awards Ceremony at Copper Blues

Competitor Video Interviews	Time
Mike Hastings	Noon
Shay Court	12:10pm
Moe Harris	12:20pm
Jeff Fralich	12:30pm
Russell Hatfield	12:40pm
J Manuel Grimm	12:50pm
Chad Tocco	1pm
Scott Christian	1:10pm
Cristian Ochoa	1:20pm
Kristof Vandenabeele	1:30pm
Carlos Cardoso	1:40pm
Elijah Chu	1:50pm
Mariano Gill	2pm
Adrian Reyes	2:10pm
Colby Good	2:20pm
Brian Hession	2:30pm
Semaj Lynch	2:40pm
Joel Ruiz	2:50pm
David Austin	3pm
Darnell Bryant	3:10pm
Taurus Samson	3:20pm

You may do your Competitor Video Interview ahead of time at the Meet & Greet Sunday at 9pm with Dean to free up your time on Monday.

Itinerary Tuesday October 12th, 2021:

- 2pm: Sponsored cocktails
- 3pm: Flair Yard Day at the Lake Worth Beach

Prizes

PRO DIVISION

1st Place: \$1,000 + Trophy

2nd Place: \$500 + Trophy

3rd Place: \$250 + Trophy

AMATEUR DIVISION

1st Place: \$250 + Trophy

2nd Place: \$125 + Trophy

3rd Place: \$50 + Trophy

FINEST CALL STALL: \$100 + TROPHY

MOST ACCURATE BARTENDER: \$100 + TROPHY

(Competition separate from on stage and open to anybody on site that wants to compete)

BEST 30 SECOND PLANTATION & FINEST CALL COMPETITOR COMMERCIAL

1st Place: \$500 + Trophy

**BEST COCKTAIL NETWORK LIVE AVIATION GIN & REÀL SYRUPS VIEWER
COCKTAIL RECIPE**

1st Place: \$500

FLAIR YARD DAY CONTESTS (Tuesday October 12th Open to everybody)

LONGEST 3 BOTTLE JUGGLE: \$100 + Trophy

MOST CONSECUTIVE BUMPS: \$100 + Trophy

FINEST CALL STALL: \$100 + Trophy

The only items supplied for the contest are those listed on the bar layout such as standard ice, ice scoop, Aviation Gin, listed expressions of Plantation rum, listed expressions of Finest Call Single Pressed, listed expressions of Reàl syrups, free pour tin and free pour bottle of water.

Any other ingredients including glassware for the competitors Specialty Cocktails must be supplied by the competitor.

Competitor recipes for their two specialty cocktails will be submitted in writing no later then at the preliminary meeting at 4pm on October 11th.

All rules are subject to change without notice: Copyright BarWars LLC

