

THE UK BARTENDERS GUILD NATIONAL COCKTAIL COMPETITION 2021

SPONSORED BY THE AKASHI SAKE BREWERY & KAIKYO DISTILLERY

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The UKBG NCC 2021 was launched on August 30 2021. These official rules govern entry and submission. Any issues should be raised directly with the UKBG board via info@ukbartendersguild.co.uk. Registration and resources for entry to the NCC will be posted on the official UKBG hub page:

ukbartendersguild.co.uk/ukbg-national-cocktail-competition-2021

1. Entry & Eligibility

- To enter NCC 2021, you must:
 - ◇ Be a UKBG member and possess a valid UKBG membership number
 - ◇ Register and attend the Akashi-Tai Sake Masterclass on 27 September 2021
- It is not compulsory to be employed at the time of submission

2. First Round - Entry Submission

- Entries must not allude to irresponsible consumption of alcohol.
- Entries that do not include all required information as stated in the rules and do not adhere to the foregoing and following requirements will be considered void.
- Entries that are deemed by the Sponsor and UKBG in its sole discretion to be illegal, obscene, profane or not in keeping with the Sponsor and UKBG image will be disqualified.
- Homemade ingredients are allowed if a full preparation method and recipe are provided.
- All cocktail and homemade ingredient recipes must be replicable.
- Recipes submitted must include millilitres (ml) measures and must contain a full ingredient list, with method and garnish
- Submissions for the NCC first round must be entered by 18 October 2021 following attendance at the Akashi-Tai Sake Masterclass on 27 September, and include the following criteria (unless stated as optional). These will be prompted for, by the online submission form:
 - ◇ Cocktail name
 - ◇ Cocktail Photo
 - ◇ An explanation of the concept of your recipe and the story or idea behind it
 - ◇ Full ingredients list including measurements and method of execution
 - ◇ Full method of home-made ingredients
 - ◇ Specifications of the glass and garnish
 - ◇ Add video of cocktail making (optional)
 - ◇ Your social media profiles (if applicable) where you will also be posting your recipe after submission

- The first round entries will be judged by the UKBG competition committee.
- The Akashi-Tai Masterclass will be held virtually, and members will be sent samples of the brand's portfolio prior to the session.
- Registration for the Akashi-Tai Masterclass will be posted on the UKBG website.
- Cocktails recipes for the first round must respect the following rules:
 - ◊ Contain a minimum of 40ml of Akashi-Tai Sake (any expression)
 - ◊ Akashi-Tai Sake must be the main and predominant ingredient
 - ◊ Maximum 2 home-made ingredients
- Cocktail recipes for the first round will be submitted online - refer to the UKBG NCC 2021 hub page for details.
- 10 competitors from each region - Hampshire, Leeds, Scotland, London, Maritime - will be selected to move on to the semi-final stages.
- All entrants will be informed of their results

3. Semi-Finals - Overview: Hampshire, Leeds, Scotland, Maritime

- Semi-finalists will be invited to a Hatozaki whisky virtual masterclass to brief for the next stage of the competition
- The Semi-Final rounds will be held in-person in each of the UKBG districts.
- The brief will be to create 'The Ultimate Highball' using any expression of Hatozaki whisky.
- Contestants will be free to use their skills, and will be judged from a panel of 3 industry experts on the following criteria:
 - ◊ Name originality
 - ◊ Product Knowledge
 - ◊ Engagement
 - ◊ Look & Appearance
 - ◊ Aroma & Taste
 - ◊ Technique
- Contestants with the top 3 highest scores will be announced as finalists at the end of each event
- NB: Due to logistics, we are only able to progress one entrant from Maritime to the Finals in London (Jan 2022). Runner-up competitors from the Maritime branch in this stage will be recognised with separate prizing

4. Grand Finals - Overview: London

- Competitors selected as finalists will be invited to a 135° East Gin virtual masterclass to brief for the final stage of the competition
- The Grand Finals will be held in-person in London, January 2022.
- Finalists travelling from outside London will have their travel covered and, if necessary, provided with accommodation.
- Competitors will be asked to present two cocktails:
 - ◊ Akashi-Tai Sake cocktail from the initial NCC entry - this must be the same recipe you initially submitted
 - ◊ 135° East Gin cocktail. This must be an interpretation of a 'Fizz Cocktail' as defined under the Section Two of the **1937 Café Royal Cocktail Book**

- Finalists will be judged from a panel of 3 industry experts on the following criteria:
 - ◊ Interpretation of the theme
 - ◊ Product knowledge
 - ◊ Engagement with judges and audience
 - ◊ Look & appearance
 - ◊ Aroma & taste
 - ◊ Technique
- The contestant with the highest score will be crowned winner of the UKBG NCC 2021.

5. Equipment for finals

- Competitors will have to provide all bar equipment and ingredients needed for the drink creations, i.e. tools, glassware, ingredients.
- Sponsors will provide the following for the finals:
 - ◊ Akashi-Tai Sake
 - ◊ 135° East Gin
 - ◊ Hatozaki Whiskey
 - ◊ Ice

5. Prizing

- 1st PRIZE – Trip to Japan
- 2nd PRIZE – Ultimate Bartender's Kit
- 3rd PRIZE – Akashi Sake Brewery & Kaikyo Distillery Range

6. Key Dates

- 30.08.2021 – NCC 2021 Launch
- 31.08.2021 – Akashi-Tai Seminar registration opens
- 13.09.2021 – Akashi-Tai Seminar registration closes
- 27.09.2021 – Akashi-Tai Seminar
- 27.09.2021 – NCC entries opening
- 18.10.2021 – NCC entries closing
- More dates to be published - check back with the UKBG NCC 2021 hub page

7. Terms & Conditions

BY ENTERING THE COMPETITION, YOU AGREE TO THE TERMS AND CONDITIONS

- Must be 18 years of age or older to enter or win. No purchase is necessary to participate in the Contest.
- The UKBG does not charge any fees to enter the competition, neither proof of purchase. However the competitors must attend to the pre-competitions seminars.
- By submitting an entry, you agree to:
 - ◊ You are the creator of the entry.
 - ◊ The entry is original.
 - ◊ The entry does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party, including any current or former employer, and does not defame any person or identify any person by name or other identifying information.
 - ◊ The entry has not previously been entered in any other competition.
 - ◊ If you win, you will compete in the IBA World Cocktail Championship 2023
- SPONSOR: Akashi Sake Brewery Co LTD. All products are widely available the United Kingdom, imported by Marussia Beverages

- **ELIGIBILITY:** The Contest is open to individuals who are at least eighteen (18) years old. The competition is open to all the bar professionals that are currently employed or seek employment within the beverage industry.
- **AGREEMENT TO TERMS AND CONDITIONS:** By participating in this competition, you agree to the competition rules, terms and conditions.
- **RIGHTS TO ENTRIES:** The cocktail recipes are owned by the UKBG and the Sponsor and can be used for any purpose. By entering, you grant the Sponsor, Akashi Sake Brewery Co LTD and the UK Bartenders Guild, the right and permission to copyright, reproduce, store, publish, post, broadcast, display, publicly perform your Entry as-is (crediting your name) in any media throughout the world for any purpose, without limitation, and without additional review, compensation, or approval from you or any other party
- **PUBLICITY:** Except where prohibited, by participating in the competition, you agree that the Rights Holders and any media that are exposed to your cocktail entry and/or attending events related to the competition may use your name, likeness, voice, opinions, photographs, audio-visual footage, recipe, biographical information, region of residence, and/or any other record of your participation in the contest for promotional purposes in any press releases, advertisements, television, radio, film, documentary, internet, or in any other publication or media without acknowledgement, further payment or consideration.

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UNITED KINGDOM BARTENDERS GUILD



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