

THE UK BARTENDERS GUILD

The Great Honkaku Contest (2022)

Sponsored by the Japan Sake and Shochu Makers Association

OFFICIAL RULES



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The UKBG's Great Honkaku Contest was launched on February 4th 2022. 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 are available on the UKBG contest hub page:
<https://ukbartendersguild.co.uk/ukbg-jss-honkaku-shochu-awamori-contest/>

1. ENTRY & ELIGIBILITY

- Entrants must watch the Shochu and Awamori masterclass from 21.02.22 in order to enter the competition. The watch-link for the video can be found on our Members Zone here:
<https://ukbartendersguild.co.uk/membership/#shochu>
- Please use your UKBG membership number to access this page.
- Only UKBG members can subscribe to the competition. There will be opportunities to register before, during and after the masterclass. Membership is free and available here:
<https://bit.ly/JoinUKBG>
- It is not compulsory to be employed at the time of submission.

2. FIRST ROUND - SUBMISSION STAGE

- **DEADLINE:** Submissions must be entered by midday on 03.03.22.
- The Submission form will be published on the UKBG site, following the seminar on 21.02.22. This will be linked on the competition hub page, as well as emailed to seminar registrants
- A link to the submission form is available on the UKBG Members Zone (members access only):
<https://ukbartendersguild.co.uk/membership/#shochu>
- The online submission must include the below info and requirements:
 - Full Name
 - A photo of the cocktail to be used by the UKBG social media channels with account name details / tags/ hashtags to be used
 - Competitors are to share their serve on social media with all given UKBG relevant hashtags and handles.
 - Cocktail Name

- Concept explained
- Detail as to why a particular Shochu was used
- The story/idea behind drink creation
- Full ingredients list including measurements and method of execution
- Full method of infusion (if any)
- Glass
- Garnish
- (OPTIONAL) a cocktail build video
- Finalists will be announced on 4.03.22 to compete on 14.03.22
- Cocktail recipe must respect the following rules:
 - The execution of the drink must be made with a throwing technique
 - Respect and demonstrate the philosophy of MA
 - Contain at least 45ml of sponsored brand between Honkaku Shochu and Awamori
 - Only 1 home-made ingredient is allowed and can only be an infusion of an existing product (e.g. syrup, liqueur etc...)
 - No alterations can be made to sponsored brands
 - 8 applicants will be selected to take part in the Grand Final, which will be announced on 1st March, 2022
 - Successful applicants will be informed via email and contacted

3. FINALS

- Finalists will be asked to present their cocktail in front of a panel of 4 industry experts
- They will be required to present 1 cocktail per judge plus 1 for photography within the time of 10 minutes
- Contestants will be penalised for running over time
- Judging criteria and score sheets are available here: [SCORE CARD PDF DOWNLOAD](#)

4. KEY DATES

- **7th February 2022** - Formal Launch of the UKBG-JSS Great Honkaku Shochu & Awamori Contest and Seminar series
- **21st February 2022** - Honkaku Shochu & Awamori Seminar w/ Don Lee, Miho Komatsu, the JSS
- **21st February 2022** - Online Submission for Contest Opens
- **3rd March 2022** - **Submission Deadline**
- **4th March 2022** - Finalists announced
- **14th March 2022** - Grand Final, Venue TBC

5. PRIZING

- **1st Prize** - Trip to Japan *COVID and travel restrictions apply
- **2nd Prize** - £100 Dining Experience Voucher for the Londoner Hotel
- **3rd Prize** - Sake Category Training

6. 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 the pre-competition seminar.**
- **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.**

