



The 2016 MARTINI Grand Prix Cocktail Competition Information for Bartenders

Entry and Qualifying

- Cocktail entries submitted by Bartenders will be considered and, from these, winners will be selected to attend a Semi-Final in their own country.
- To be considered for a place in the Semi-Final, each bartender must submit a cocktail recipe, as well as a picture of their creation and personal details in the link "SUBMIT YOUR COCKTAIL" at www.martinigrandprix.com.
- Semi-Finalists will be notified if they have been successful and selected to present their cocktail at their National Finals, which will take place in July no later than three weeks before the date of the Martini Grand Prix Global Final which takes place from the 31 August to the 2nd September in Milan, Italy
- The winners of the National Semi Finals will compete for the Global Final in Italy
- Semi-Final dates in July will be posted at www.martinigrandprix.com as soon as they are known.
- All entries to the MARTINI Grand Prix will be judged by a local MARTINI expert panel (1 internal MARTINI person and 2 external bar experts), which will select the best cocktails and their bartenders
- Entries will be judged on creativity, innovation and presentation and MUST use at least

4cl of one MARTINI ingredient from the classic Aperitivi range (MARTINI Rosso, Bianco, Rosato, Riserva Speciale Ambrato, Riserva Speciale Rubino).

- Competitor brands to the BACARDI-MARTINI portfolio cannot be used in bartender entries
- Entries must be original creations but can be variations of previously created cocktails in terms of their ingredients, garnishes, glassware and general presentation.
- Cocktails recipes should be easily matched with food.
- Entries should be inspired by classic Italian cocktails such as the Milano-Torino, Americano, Negroni or Negroni, and be designed to be enjoyed as an Aperitivo, but with a modern touch.
- MARTINI Grand Prix then moves to the Semi Final stage followed by the Global Final.

National Semi-Finals

- National Semi-Finals will take place in the host participating country.
- A maximum of ten finalists will be chosen from entries submitted during the qualifying round. Bartenders will be required to present their creations in English
- The Semi-Finalists will compete against each other in preparing and serving their cocktails in front of a panel of expert local judges featuring well-known bartenders and drinks commentators. All hotel and travel expenses will be paid by MARTINI and Finalists should assume staying in the host city for one night

The Jury will judge:

1. Technique and Mise-en-place
 2. Flavour, balance and appearance
 3. Innovation and creativity
 4. Fulfilling the brief set out in the Martini Grand Prix rules
 5. History and inspiration
- All information related to Venue, Jury, Date and Timings will be communicated directly to the Finalists by email in English or in their local language.
 - The three winning bartenders of each of the semi finals will be awarded with a beautiful MARTINI Grand Prix Shaker by the national MARTINI brand team.
 - The 3 winning bartenders will be invited to the National Finals that will take place in Italy,

on the TBC of September 2016.

National Finals

- The National Finals will take place in Italy between the 31 August 2016 and the 1 September 2016. The National Final winner will take part in the Global Final
- During the first day, the Finalists will receive a full day's training by the MARTINI team of experts including Beppe Musso, Master Blender, Ivano Tonutti, Master Herbalist, Mauro Lotti, Martini Expert, Elena Delmagno, SEU MARTINI Brand Ambassador and a MARTINI Chef.
- On the second day the Finalists will take part in an improvisation competition.
- Finalists will be required to prepare a cocktail in order to match with a food-pairing proposed to them by the MARTINI Grand Prix Chef
- The Finalists will compete against each other in preparing and serving their cocktails in front of a panel of expert local judges featuring well-known bartenders and drinks commentators. Their creations must be presented in English.

The Jury will judge:

1. Technique and mise-en-place
 2. Flavour, balance and appearing
 3. Innovation, creativity, capacity to improvise
 4. Food pairing criteria, contrast and matching
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- The National winner will compete on the Global Final in Milan on the 2 September 2016.
 - The National winner will win a beautiful MARTINI Trophy
 - The National winner will win a 3 day visit to the home of MARTINI to experience Casa Martini and the regions of Piemonte and Asti during the last week of September with all costs and expenses met by MARTINI
 - 2nd and 3rd place runners up will win a beautiful MARTINI Trophy, the same 3 day visit to the home of MARTINI and will be invited to be a guest at the MARTINI Grand Prix global final on the TBC of September
 - During the evening the National winner will participate in a public Aperitivo event. The number of cocktails sold will be considered part of the total score for the Global Final (with a weighting of 10%)

The Global Final

- The Global MARTINI Grand Prix Final will take place the 2 September 2016.
- Each of the five National Finals winner will be invited to take part in the Global Final with all expenses covered by MARTINI.
- In the morning the 5 National Finalists will be required to participate in an improvisation challenge. They will need to source all the ingredients in order to prepare the perfect food pairing to their own, personal MARTINI Modern Aperitivo cocktail.
- In the afternoon they will prepare, in front of the MARTINI Grand Prix jury, their own personal MARTINI Modern Aperitivo cocktail, with a speech in English lasting upto 7 minutes.
- The jury will be composed by a MARTINI expert panel (1 internal MARTINI person, 1 chef, 1 journalist 1 VIP bartender), who will select the best cocktail using the following criteria:
 1. Technique and mise-en-place
 2. Flavour, balance and appearance
 3. Innovation, creativity, capacity to improvise
 4. Pairing criteria contrast and matching
- The winning bartender will be awarded with the beautiful MARTINI Grand Prix Winners Trophy to display in his or her bar.
- He or she will be awarded with a tailor-made Masters Diploma at the Università' del Gusto of Pollenzo.
- Trophies will be given to the first, second and third place.

Rules

Participants:

Each entry should be designed as an Modern Aperitivo cocktail

- MARTINI Aperitivo based cocktail
 - Maximum six ingredients
 - The garnish is not considered as an ingredient but MUST be edible
 - All cocktails should use commonly available ingredients.
 - Cocktails with house specific ingredients will not be eligible unless these are easily made and a full recipe is included.
 - More than two flavors per syrup or infusion are not permitted. No homemade bitters or shrubs will be allowed.
 - Martini infusions are allowed
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- Competitors agree to showcase their recipes during a live competition in front of judges and spectators in English.
 - The drink should be an original recipe and not previously entered in any other competition.
 - MARTINI and its distributors, reserve the right to use the cocktail recipe created for any heat of the tournament in its publications and marketing materials during and following the conclusion of the competition.
 - Competitors agree to be photographed, recorded, and featured in real time during the event through MARTINI's website and social media channels. Competitors grant MARTINI the right to the images and understand that they may be used in future marketing materials.
 - Competitors agree to take part in Martini Grand Prix related activities for up to one year after the close of the competition

Considerations:

- All cocktail recipes must include at least one of the following as an ingredient MARTINI Rosso, Bianco, Rosato, Riserva Speciale Ambrato; Riserva Speciale Rubino
- The full recipe should be expressed with measurements (ml, cl, oz) as well the garnish, glassware and overall presentation to fulfill the brief of a Modern Aperitivo cocktail, inspired by the Italian classics.
- The only materials provided by event organizers besides MARTINI products will be ice and bar back support.
- All participants should bring their own glassware and other serving mechanics.
- Competitors should be prepared to make three cocktails for the panel of judges.
- Bartenders will have seven minutes to create their cocktails and explain their Aperitivo concept and inspiration.

Cocktail Names

It is prohibited to present a cocktail with names that are considered vulgar, offensive, or sexual in nature or with words associated with narcotics or other illegal substances. Other names that will not be permitted include those that are degrading towards people, organizations, political affiliations, ethnic and/or religious groups.

Judging

The final decision from the judges is exclusively theirs and is non-negotiable.

Liability

While every reasonable effort shall be made, the organizer cannot guarantee the safe return of glassware or equipment supplied by the participants.

Participants are expected to be fully insured for travel to Italy if attending the Global Final. In addition, participants are expected to have whatever standard insurance (medical or otherwise) is expected in their own country of residence for participation in their respective National Finals.

Responsibility

MARTINI is committed to promoting its products in a responsible manner. Please drink responsibly – Don't drink and drive.

Participants considered by the organisers to be practicing or promoting any form of irresponsible drinking will be disqualified.