

Your Chance To Represent The UK At The Finals Of The Very First

DIPLOMÁTICO WORLD TOURNAMENT

And Win A Once In A Lifetime Trip To Venezuela As Well As \$5000

Diplomatico rums are produced in Venezuela by Destilerias Unidas and are ranked consistently among the finest South American rums. The distillery has been producing top quality spirits for over 45 years and has achieved huge success both domestically and in leading export markets winning over 30 International awards since 2007 to become recognised as one of the world's leading premium rums.

The range includes the **Blanco, Anejo, Reserva, Reserva Exclusiva** and **Ambassador** all of differing ages, character and suggested drinking styles but all with the underlying hallmark of a rum of the highest calibre.

Speciality Brands Ltd are offering the winner of the UK Cocktail Competition a once in a lifetime trip to Venezuela for 7 days in May 2013 to compete in The Diplomatico World Cocktail Competition Finals and the chance to win \$5000.



Competition Rules And Guidelines

The competition will be judged over four rounds. Round 1 will be the electronic submission of original drink recipes. From these submissions the most successful entries will be selected to compete in Round 2, a series of five regional heats. From each of the heats the top two contenders will be selected to compete in Round 3, the UK Final to be held in London in April. The winner of the UK Final will then go on to represent us at The Diplomatico World Cocktail Competition in Venezuela, May 2013.

ROUND 1

- All participants to send confirmation of entry, a picture of your drink, name, recipe, place of work and location, e-mail address and mobile telephone number by 22nd February 2013 to declan@specialitybrands.com or register your details at www.diplomaticorum.com/tournament
- All recipes must contain at least 30ml of one of the Diplomatico range. No other types of rum will be accepted in the competition. The cocktails must contain no more than 6 ingredients and can be either an original creation or improvement upon an established recipe.
- Judging will be based on originality, fit with the brand, anticipated flavour and appearance.
- On 27th February successful participants will be informed they are through to the next stage.

ROUND 2

- Successful submissions from Round 1 will go forward to one of 5 regional heats to take place at the following venues :
Tuesday 5th March, Scottish Heat: Bramble, Edinburgh.
Monday 11th March Southern Restaurants And Hotels: The Beaufort Bar, The Savoy Hotel, London.
Tuesday 12th March, North & Midlands Heat: Bibi's, Leeds.
Tuesday 12th March, Southern Bars and Nightclubs: Underdog at Brewdog, Shoreditch, London.
Wednesday 13th March, South West Heat: Milk Thistle, Bristol.
- Each contestant will be given 5 minutes to present and will be expected to make two of the same drink.
- Drinks will be judged by an independent panel on the criteria of originality, taste, appearance and technique.

ROUND 3

- From Round 2 the top two entries from each heat will be put forward to the UK Final on Monday 8th April, venue TBC.
- Contestants will be required to make their entry from Round 2 and will be given 5 minutes to present.
- Drinks will again be judged by an independent panel on the criteria of originality, taste, appearance and technique.
- The winner from The UK Final will be announced on the day and go forward to represent the UK at The Diplomatico World Cocktail Competition on May 8th 2013.
- The winner of the UK competition must be eligible for a visa to travel to Venezuela and be available to travel between the 3rd and 13th of May 2013 otherwise the "prize" will be awarded to the first eligible runner up.

Diplomatico World Cocktail Competition

ROUND 4

- The International Final will take place in Venezuela on May 8th 2013.
- Competing in the final of the competition will be part of a 7 night all expenses paid visit to Venezuela experiencing some of the country's best known sites beaches and cuisine.
- In Venezuela bartenders will compete in a number of different challenges and will have to re-create their winning cocktail from Round 2.
- The contestant with the highest score will walk away with a cheque for \$5000.
- Full details of the final will be given to the UK Winner on April 8th.

For further details and full T&Cs please see Speciality Brands Ltd on FACEBOOK,
www.specialitybrands.com or www.diplomaticorum.com/tournament