



CHIVAS MASTERS 2018

RULES & TIPS

The Chivas Masters is a global competition that celebrates bartenders who demonstrate cutting-edge skill and creativity and share Chivas Regal's values of community, collaboration and generosity. Now running in 24 countries across six continents, it offers gifted bartenders a once in a lifetime opportunity to grow their skills in a collaborative environment where they can learn from peers, Masters alumni, and industry experts from across the globe.

The Chivas Masters is built on Chivas Regal's belief that generosity and success go hand in hand – a belief inspired by founding brothers, James and John Chivas, who shared their success with the local community as their business grew. The values of generosity and community are in Chivas Regal's DNA – and they can also be found at the heart of the world's best bar teams.

Community takes centre stage in The Chivas Masters this year. Our community is defined by true collaboration, by people coming together with diverse skills and backgrounds, and by the generosity that makes the whole community so much more than the sum of its parts.

To enter the Local Competition and have a chance to represent your country in the Global Final, you must upload on chivasmasters.cz your original drink including a name, recipe, story and photo, centred on the theme of COMMUNITY, and specifically telling us who from your community has inspired you to create the drink and helped you define who you are today as a bartender.

For your entry, we suggest you find inspiration from your:

- local bartending community & bar teams
- local community as a whole: street artists, music players, and most of all – people from all corners, sharing their experiences, dreams and lives with them.
- 'Giving back' to the community

DRINK

Each participant of The Chivas Masters cocktail competition must create one drink (for the Local Final in two servings) in 5 minutes. The drink must base on Chivas Regal 12yo, Chivas Regal Extra or Chivas Regal 18yo.

- Entry drinks may be either: mixer combinations or complex cocktails.
- Each drink must contain a minimum of 30ml (1oz) of the Chivas product recommended by your local representative, and the total combined alcoholic ingredients must not exceed 100ml (3.5oz).



- Drinks must contain a minimum of 2 ingredients and a maximum of 7 ingredients, including fruit juices, syrups, spirits, liqueurs, drops and dashes. Solid garnishes and zest spray specified as garnish are not counted as ingredients.
- Ingredients must be measured using a jigger or a different measuring devices and be stated in either “parts” or “ml” or “oz”
- Drinks may be had hand stirred, thrown, hand shaken, or blended in an electric mixer.
- Garnishes must be edible, but they can be mounted on sticks, skewers, straws, forks, or other such common bar accessories. Use of edible fruits, herbs, leaves and spices may include sprigs, peels, barks, fruit shells, etc. Any flowers or flower petals must be of the edible variety

VIDEO PREPARATION

As a finalist of the Local Competition you must upload a video where you present yourself and your community that inspired you to become a bartender and create your own iconic drink. The video must be uploaded a submitted on Chivas global website chivas.com until April 19th 2018.

Your video should include:

- What is your name?
- What is the name of your drink?
- How has your community - the special mix of people coming together and collaborating - help you define who you are today?
- Who is the one person from your community that is the inspiration for your drink, and why?
 - This can be a bartender, a local musician who plays gigs near your bar, a street artist whose designs you pass on your way to work every day - anyone in your community who has personally inspired you.
 - Ideally, this should come out in the form of a particular story (the first time you met, or something you learned from this person, or the one thing he/she is known for in your community that inspired you), rather than a simple list of this person’s wonderful characteristics.

Entries will be judged on:

- Alignment with the theme (COMMUNITY and who within it inspired you)
- Adherence to the content requirements (community, unique local inspiration, replicable drink)
- Ability to engage judges with the story that inspired the drink
- Excellent presentation skills
- Knowledge of Chivas Regal as a brand
- Simplicity / Balance / Taste / Aroma and Presentation / Aesthetics



Rules:

- Videos must not exceed 5 minutes and can be done in English or in local language
- Chivas products must be visible during your presentation. Any NON Pernod Ricard products must be showed in neutral containers and be described in a generic format (i.e. Campari = Italian Aperitivo bitter)
- The details of your drink as presented in the video entry, including fruit juice quantities, must be expressed in millilitres, ounces, or “shots,” with the use of “dashes” and “drops” limited to bitters, tinctures, oils and the like. An unspecified quantity, like a “squeeze of lime” is unacceptable.

Tips:

- Produce your entry video using for instance your camera phone, shot in landscape view (held horizontally) in a well-lit space – ideally your bar
- Go to chivas.com and upload your video according to guidelines that will be provided in the site
- Your chosen Chivas product must be visible during your presentation. Any NON Pernod Ricard products must be shown in neutral containers
- Be sure to introduce yourself and the name of the drink at the start of the video.
- Presentation is key. It is important that you deliver passionately, showing your ability of engaging the watcher with an appealing story about who from your local community inspired you to make the drink and so be aligned with the community theme. Just be a great bartender - engage your audience with good chat whilst you make their drink for them.
- Any foul language or illegal ingredients in your video entry will result in immediate disqualification.
- A confirmation message will appear after few seconds from the form submission.

Full details of the competitions are available in the Terms and Conditions.