

CHIVAS MASTERS 2019: **LOCAL CHALLENGE RULES**



THE CHALLENGE

“*YOUR BLEND...*” Everyone of us are made up of different things. There’s different aspects of us, of our personality, that blend together to create who we are, and complete us.

Create an original Chivas cocktail, inspired by you. A blend of ingredients that tells a story of who YOU are, what drives you, and something you are ultimately proud of. The cocktail must be classic in style, and easily replicable.

Our blending team spend days, weeks, months, even years perfecting our blends, to create something that represents Chivas. As you do with cocktails; so create something that represents “*YOUR BLEND.*”

Along with your cocktail, please submit a photo or image that tells your story, or “paints a picture,” of your inspiration, and who you are. The cocktail, **DOES NOT** necessarily need to be the focus of the photo, but should communicate to a social media audience the inspiration, idea, connection to Chivas, and your blend. Think outside the box, think “shareability!”

IMPORTANT: The photo will **NOT BE JUDGED**. It is a means to help tell your story, and experience the importance, and benefit social media plays in the role of modern bartending.

YOUR SUBMISSION MUST INCLUDE:

- Your name, and the name of your bar.
- The name of your drink
- Your full recipe written in either millilitres (ml) or ounces (oz).
- Method for preparing your cocktail, including type of glass, and garnish.
- A short paragraph on who you are, “*YOUR BLEND,*” and how it has inspired you.
- A supporting image aimed at social media, that encompasses your blend and your drink.
- We may want to promote your submission on our social channels, so please include your Instagram handles, and that of your bar (optional), and any preferred hashtags.

Entries will be judged on:

- Alignment with the theme (*YOUR BLEND*)
- Adherence to the content requirements (The story of your blend, replicable drink, relevance to your chosen Chivas whisky)
- Ability to engage judges with the story that inspired the drink
- Excellent presentation skills
- Knowledge of Chivas Regal as a brand, both background, and flavour profiles
- Simplicity / Balance / Taste / Aroma and Presentation / Aesthetics

THE RULES

1. One entry per person only.
2. Entrant must be 21 years old or above at the time of entry.
3. Each drink must contain a minimum of 30ml (1oz) of the chosen Chivas product (12yr, Extra, Mizunara, 18yr)
4. Drinks must contain a minimum of 2 ingredients and a maximum of 6 ingredients, including fruit juices, syrups, spirits, liqueurs, drops and dashes. Solid garnishes and zest spray specified as garnish are not counted as ingredients.
5. Ingredients must be stated in either “parts” or “ml” or “oz.” Dashes or drops should only be used for bitters, tinctures, oils and the like. An unspecified quantity, like a “squeeze of lime” is unacceptable.
6. Any bartending method may be used including; stirred, thrown, shaken, or blended in an electric mixer.
7. Full details of the competitions and all its rules are available in the Terms and Conditions.

NOTES:

Hospitality is about giving, and taking care of others, and at Chivas our ethos is community, brotherhood, and generosity. So remember that the cocktail that represents your blend, you are serving for the enjoyment of others.

Successful entrants will be invited to compete at your local final, before which you will be issued with a 2nd challenge, that you will present to the judges, along with your submitted cocktail.



CHALLENGE 2: GIVEN OUT PRIOR TO THE LOCAL FINAL

“*YOUR HIGHBALL...*” A beautiful whisky classic, the Highball boldly showcases the flavour profile of a particular scotch with harmony, and simplicity. Scotch, Soda, glass, and ice.

Create ONE homemade ingredient to add to a highball, creating a serve that is both dynamic in flavour, and pays homage to everything this classic represents.

But which blend of the great Chivas range will you use in your highball...? NONE! On the morning of the Local Final, you will partake in a unique Blending Session lead by Chivas Global Ambassador Rhys Wilson, and a member of the Chivas Masters Alumni. During this session you will get a first hand experience into the intricate, and scientific process our blenders go through every day. Nosing and tasting various products from Chivas Brothers distilleries, you’ll experiment, and tweak your recipe, until you arrive at your finished whisky, that will work perfectly with your homemade ingredient, and complete “*YOUR HIGHBALL.*”

