

# Mid-Atlantic Expo

Sponsored by

## Araza Natural Fruit Purees



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**Martins West**

**Tuesday, October 2, 2018**

**Check In 2:30pm Competition 3:30-5:00pm**

Showcase your creativity and craftsmanship in this head to head Battle of the Bottles competition. Ten of the Mid-Atlantic's best bartenders will compete for prizes and bragging rights as the area's best bartender!

Bartender Name: \_\_\_\_\_

Restaurant/Bar Name: \_\_\_\_\_

# of Years Bartending: \_\_\_\_\_

Email Address: \_\_\_\_\_

Cell Number: \_\_\_\_\_

Short Bio: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Requested Spirits: \_\_\_\_\_

\_\_\_\_\_

Return this form with a headshot to Kim Schlosser at [kschlosser@marylandrestaurants.com](mailto:kschlosser@marylandrestaurants.com) by September 4, 2018.

# 2018 Mid-Atlantic Expo

## Battle of the Bottle Rules



1. Cocktails must feature at least one **Araza Natural Puree** as an ingredient.
2. Pre-event planning, competitor will receive one half gallon of each of the following flavors: sour green mango, soursop, and blackberry. In addition, competitor may select up to two different spirits (i.e. rum, vodka, bourbon, etc.) to support recipe generation (750 ml, max retail \$50). The selected spirits must be relevant to the beverage and all items will be delivered to your establishment.
3. Competitor to supply one photo of recipe preparation by Sept 15<sup>th</sup>. For example, it can be a simple photo of the glass with **Araza Natural Puree** product placement. No, you don't have to be in the picture, but have fun with it! These photos will be used on RAM's social media platforms.
4. Competition day, the **Araza Natural Puree** products will be available along with previously identified spirits.
5. Competitors must come prepared with their own **supplemental liquor, mixers, glassware and garnish**.
6. All prep work (i.e. slicing fruit) must be completed before you go on stage.
7. All competitors must check-in with Kim Schlosser no later than 2:30pm at the UnitedHealth Group Demonstration Stage.
8. All competitors must present one full-size cocktail to be judged for presentation. In addition, all three judges must receive a personal taste of at least 3oz. or a full-size replica.
9. Each competitor has three minutes to perform, mix and present to the judges. Three additional minutes will be provided for Q&A and judge feedback.
10. Each competitor will be scored by three judges based on four categories:
  - a. Taste
  - b. Presentation
  - c. Sell ability/Profitability
  - d. Performance/Stage Presence
11. Each of the four categories will be based on a scale of one to ten. One being the lowest score and ten being the highest score. The highest combined score out of a total of 40 points will win.
12. All scores will be decided by the judges without a public vote.
13. When presenting to the judges, all competitors must tell the audience the name of their cocktail and be ready to answer the following questions:
  - a. What ingredients?
  - b. Who is the target audience?
  - c. Why do you think your cocktail should win?