



# BELUGA *Signature* bartender program

## ASSESSMENT CRITERIA BELUGA CONNOISSEUR'S CHOICE

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### 1. Recipe (0-20)

- a) The recipe shall contain no more than 5 ingredients including Beluga vodka, drops, dashes, syrups and sprays.
- b) All the ingredients shall be accessible worldwide, replicable and prepared with the use of traditional bartender equipment.
- c) Recipes of all homemade ingredients, if any, shall be described.
- d) Blends and mixes are counted as 1 ingredient.
- e) Between 30 ml and 50 ml of Beluga vodka shall be used.
- f) Beluga vodka shall be the dominant ingredient of the cocktail. No other vodka brands can be used
- g) Any Beluga vodka SKU can be used.
- h) Ingredients shall be balanced.
- i) Chosen technique fits the recipe in the best way.
- j) The recipe should consider Beluga vodka's character and combine nobility with modern attitude. The recipe has to correspond to the creative task and respect Beluga brand values and visual standards.

### 2. Appearance/Garnish (0-15)

- a) The color and consistency of the cocktail should be unobtrusive yet attractive.
- b) Liquid has to be clear and transparent meaning the drink shall not be muddy (without pulp, puree, sediment).
- c) Cocktail can have color and can be matt but should not be dense.
- d) Look and presentation shall respect cosmopolitan spirit of the brand, its visual standards and style.
- e) Cocktail shall be garnished.
- f) Garnish shall be noble and sophisticated.
- g) Garnish shall be logical and explained if necessary.
- h) Garnish which directly influences taste will be counted as an ingredient.
- i) Participants should come up with the most flattering way of serving their cocktails.
- j) Any type of glassware can be used.
- k) The cocktail shall be creative, any sort of plagiarism leads to disqualification.

### 3. Inspiration (0-10)

- a) All contestants should describe their inspiration for the cocktail and prove its correspondence to Beluga standards and values.
- b) The story behind the cocktail shall communicate why is this cocktail can be called THE CONNOISSEUR'S CHOICE
- c) The story shall respect Beluga's core values and standards

### 4. Promotion (0-5)

Additional points can be achieved through promotion of the drink by any means: posts in social media, special promotions in the accounts, listing of the cocktail in the menu etc.