



BELUGA *Signature* bartender program

BELUGA CONNOISSEUR'S CHOICE REQUIREMENTS

1. Participants are required to create a cocktail called BELUGA CONNOISSEUR'S CHOICE inspired by Beluga Vodka brand
2. 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
3. A drink shall not contain more than 4 ingredients (excluding vodka) including drops, dashes, syrups etc. Solid garnishes are not counted as ingredients.
4. Ingredients shall be accessible worldwide (substitute to be offered if applicable)
5. The liquid shall be clear and transparent
6. The cocktail must be garnished
7. It is allowed to use homemade ingredient
8. Infusions and homemade blends are counted as 1 ingredient
9. Participant has to develop a story behind the cocktail
10. Participant can choose any Beluga Vodka type to use
11. The cocktail's recipe, image and story behind the cocktail has to be uploaded to beluga-signature.com before April 30th 2018
12. Story behind the cocktail has to be written in English
13. 10 cocktails will be shortlisted by May 15th 2018

BELUGA CONNOISSEUR'S CHOICE ASSESSMENT

1. All applications will be accessed online by Beluga Team
2. 10 best cocktails from each country will proceed to the next stage.
3. During the assessment period bartenders can win additional points for the BELUGA CONNOISSEUR'S CHOICE promotion by any means limited to their imagination only (social media, promotion in the venue, etc.)
4. Absence of promotional activity does not imply disqualification and does not influence the final result
5. 10 shortlisted bartenders will be given additional task to create a 'rested' cocktail using the knowledge gained during Beluga Signature Bartender School
6. The 'rested' cocktail is a free style creation which, however, has to correspond to Beluga vodka concept and values.
7. The 'rested' cocktail can be based on any Beluga vodka variety upon contestant's choice
8. The 'rested' cocktail shall be named. The name shall contain the word 'Beluga' in it
9. 10 shortlisted bartenders will be invited to showcase both of their creations in front of the panel of judges

CREATIVE CONTEST RULES

1. Bartenders will be performing one by one as per the draw
2. Each bartender will have 15 minutes to prepare and to present 2 cocktails behind the bar
3. All presentation must be held in English
4. Each bartender has to bring a 'rested' cocktail with him and serve it to the judges in 2 copies - one for tasting and 1 for the photo-shoot
5. Each bartender has to prepare BELUGA CONNOISSEUR'S CHOICE cocktail on the spot
6. Each bartender has to bring all the ingredients to use for the cocktail with them. Beluga products will be provided by the organizers.
7. All the ingredients except for Beluga products shall be re-bottled in no name bottles. Fizzy drinks can be kept in original bottles with tags covered or removed
8. Bartenders are allowed to use their own glassware or Beluga branded glassware
9. Based on the assessment criteria the panel of judges will choose 1 winner from each country to compete in Grand Final in Sochi on September 10th