



BELUGA SIGNATURE EXPERIENTIAL SERVE

1. Participants are required to create an experiential Beluga Signature cocktail serve.
2. Special 'experience' can be achieved through a creative vessel, serving ritual, complex garnish or action performed in front or by the customer himself during consumption.
3. The serve shall be creative yet reproducible in every bar and safe for the customer and venue.
4. The recipe should consider Beluga vodka's character and combine nobility with modern attitude. The recipe has to correspond to the creative task above and respect Beluga brand values and visual standards
5. The main spirit of the cocktail must be Beluga vodka. Participant can choose any Beluga Vodka type to use
6. A drink shall not contain more than 5 ingredients incl. vodka, drops, dashes, syrups etc.
7. Infusions, premixes, homemade syrups are allowed (full recipe to be provided) and counted as 1 ingredient
8. Use of modernist techniques is allowed (centrifuge, rotovap etc.
9. Participant has to develop a story behind the cocktail. Story behind the cocktail has to be written in English
10. 10 cocktails will be shortlisted online and their creators will be invited to showcase the serves in front of the judges in June 2019.

ONLINE ASSESSMENT CRITERIA

Recipe (0-8)

- All the basic requirements are followed
- Ingredients are balanced

Appearance/Serve (0-10)

- Participant should come up with the most flattering, creative and experiential way of serving their cocktails.
- Immersive customer experience (be a mixologist yourself-style).
- Look and presentation respects cosmopolitan spirit of the brand, its visual standards and style.
- Cocktail is scalable and reproducible

Inspiration (0-3)

- All contestants should describe their inspiration for the cocktail in English.
- The story shall respect Beluga's core values and standards.