

USBG PRESENTS



WORLD CLASS™

SPONSORED BY DIAGEO

## RIFF ON TRADITION: CRAFT YOUR TWIST ON A CLASSIC

### CHALLENGE OVERVIEW

Step into the spotlight and showcase your bartending brilliance. This is your chance to create a signature cocktail that could become the next big serve. Craft a riff-on-a-classic cocktail that represents your signature style using one of three top serves as your inspiration: margarita, martini, or old fashioned. Select one or more DIAGEO brand(s) that complement your vision and elevate your creation to new heights.

#### Submission Requirements:

- One detailed signature serve cocktail recipe using DIAGEO brand(s).
- An explanation of your inspiration and the story behind how your signature serve represents you.

#### Judging Criteria

- Originality and personal expression in your cocktail.
- Mastery of the chosen serve.
- Knowledge of the selected DIAGEO brand(s).
- Flavor & balance of the final cocktail.

#### Diageo Bar Academy Resources

Below are some suggested Diageo Bar Academy resources to help guide you as you develop your signature serve. Choose any resource from Diageo Bar Academy and use your learnings to help develop your recipe. Please include a link to the Diageo Bar Academy resource that helped you refine your technique or inspire your recipe.

Recommended links to get started:

- [Cocktail Workshop: Savor the Flavor](#)
- [Crafting World Class Cocktails: Trends, Tips & Techniques](#)
- [Stretching Out Classic Cocktails & Flavors](#)

#### DIAGEO Brands

- BULLEIT FRONTIER WHISKEY: Bourbon, Rye
- CÎROC VODKA: Base, Mango, Peach
- DELEÓN TEQUILA: Blanco, Reposado, Añejo
- DON JULIO TEQUILA: Blanco, Reposado, Añejo
- JOHNNIE WALKER BLENDED SCOTCH: Black Label
- KETEL ONE FAMILY MADE VODKA: Base, Citroen, Oranje
- KETEL ONE BOTANICAL: Grapefruit & Rose, Cucumber & Mint, Peach & Orange Blossom
- SEEDLIP: Garden 108, Grove 42, Spice 94, Notas De Agave
- TANQUERAY GIN: No. Ten
- Talisker Scotch: 10 Yr
- THE SINGLETON: Glendullan 12
- RON ZACAPA: No. 23

USBG PRESENTS



WORLD CLASS™

SPONSORED BY DIAGEO

## RIFF ON TRADITION: CRAFT YOUR TWIST ON A CLASSIC

### FOR THIS ENTRY...

- You must provide the full recipe and detailed instructions for building a single serve. This recipe and associated written prompts will be paper-judged.
- You must use a minimum of 1oz of a DIAGEO brand(s) from the provided list as your base. When developing the rest of your recipe, you are free to use any other ingredients (juices, syrups, bitters, liqueurs, fortified wines, etc.) regardless of brand.
- You may use no more than six (6) ingredients total in your cocktail recipe, including your chosen DIAGEO brand(s). Garnishes do not count towards your ingredient maximum.
- When including homemade ingredients in your recipe, you must submit the full recipe with detailed instructions.
- These submissions are paper-judged. Judges will assess them based on their understanding of your ingredients, described technique(s) and written responses. When selecting and including homemade ingredients, consider if the judges would be familiar with your ingredients and understand the process for making/final flavors of anything homemade.
- Understanding ABV of cocktails is essential whether you are creating serves for guests in your bar or submitting to World Class judges. Explore the resources below to clearly communicate the ABV of your cocktail within your submission. In the US, one standard serving of alcohol is .06 oz total (1.5 oz of 80 proof spirit). The [Diageo Bar Academy ABV Guide](#) and [Diageo Bar Academy ABV Calculator](#) were designed to help you deepen your understanding of ABV in cocktails. To learn more and test yourself on what a single-serving of alcohol is, you can visit [DrinkIQ](#) quiz.
- You must include the name and URL of your chosen Diageo Bar Academy resource.
- You must submit three individually written responses to the following questions (200 words or less per response):
  - Describe how the Diageo Bar Academy resource you used helped you refine your technique or inspire your drink.
  - Describe the flavor profile of your serve.
  - Describe the inspiration behind your signature serve and why you chose it to represent you.
- Your submission will be anonymous to judges. Please do not include your name, the names of any establishments, or any other information that might identify you
- The application deadline is October 15, 2024 at 11:59PM PT

This is more than a competition; it's a celebration of your craft. Pour your heart into your cocktail and let the world taste your signature style. Good luck!

[APPLY HERE](#)

Must be 21+. Please Drink Responsibly.