



Stoli® Key West Cocktail Classic 2017 Guidelines



RULES:

Each competing bartender creates one Stoli® Cocktail for a live audience with a presentation showcasing their own authenticity and knowledge of community, LGBT history as well as current events, Stoli THE Vodka and Stoli portfolio brands, and the fun, community spirit of sunny Key West. While creativity and skill is encouraged, one need not be a mixologist, speed or flair bartender to compete and win.

A maximum of six bartenders will be selected to compete per market.

Bartenders may enter by applying online via the Here Media “Wild Card” campaign (www.out.com/keywestcocktailclassic) or by participating in a local qualifier event held in one of the participating 2017 cities. At least one bartender will be selected from “Wild Card” submissions based on online response and quality of submissions. All participating bartenders must be finalized no later than two weeks prior to your regional competition. All bartenders will be required to identify or select a theme for their presentation once selected to compete. Meeting a theme requirement will account for five points of total judges’ score (out of 60 possible) and allow for additional points added for substance and creativity.

Regional contest judging will be conducted by a panel of three to four celebrity judges per event as well as by a sampling of up to 100 members of each event’s consumer audience. The celebrity panel will when available include the previous year’s regional winner, at least one accredited regional mixologist, and an LGBT community expert, media personality, columnist, or editor. Each judge will receive a full size cocktail presentation per competing bartender, and audience voters will each receive a 3oz sample of each contestant’s cocktail (to be pre-batched prior to start of event). No employees of Stoli Group USA may judge any regional or finale event. No event staff may cast an audience vote on their personal behalf.

Bartenders will compete in a series of runoff eliminations events during finale week in Key West to determine which 11 bartenders compete in the Pride main stage finale competition on June 10 on Duval Street (six will be eliminated during these events). Five of the eleven will have been pre-selected by a “Fan Favourite” online voting phase executed by Here Media and hosted at out.com/keywestcocktailclassic. Online voting will begin Wednesday, May 24th and conclude on Sunday, June 4th. The general public may vote once per day, every day and will be responsible for final outcome based on most voted received for the top five bartenders receiving votes. The five Fan Favourite winners will have the opportunity to win additional prizing during the Finale Week by participating in a special Bayou Rum single-event cocktail competition involving sampling only (no presentation required). All prizes will be provided courtesy of the Key West Business Guild.

Bartenders must use Stoli Premium, Stoli® Gluten-Free and/or currently available Stoli flavors as primary ingredient in all cocktails and may not use any other vodka spirit. Stoli® Gold and elit® by Stolichnaya are not permitted for use. Bartenders are permitted to infuse Stoli Premium or Gluten-Free and flavours for use in this competition. Currently available Stoli flavours are Premium, Gluten-Free, Razberi, Blueberi, Vanil, Ohranj, Citros, Peachik, Strasberi, Hot, and Salted Karamel.

- Up to two additional spirits may be added per cocktail.
- If rum is chosen as an additional ingredient, only Bayou® Rum (all varietals) may be used based on local availability.
- If tequila is chosen to be used in any cocktail only KAH® “Day of the Dead” tequila may be used based on availability.
- Bartenders may use any mixers, glassware, and garnishes of choice and must provide any non-standard glassware, garnishes, or bar items
- Two bottles of each Stoli flavor, Bayou Rum, or KAH Tequila will be provided for each bartender for each of the 17 regional events as well as for Key West Finale elimination and Pride Main Stage events on June 9th and 10th respectively. Bayou Rum will be provided for all Fan Favourite winners competing in the Finale Week Bayou Rum sampling event during Finale Week
- Each bartender will have a headset microphone to be worn while presenting
- Bartenders may include additional production elements including but not limited to music, props, and stage assistants, support staff and effects.
- Winning bartender must be available to travel to Key West for the finale week June 7-12th, 2017, or the opportunity will pass to the first runner-up.
- Stage timing may not exceed seven minutes max from entrance onstage to completion of presentation
- All participants must be 21+ and represent a local LGBT or LGBT friendly establishment



SCORING:

Each judge/juror will score each bartender for a maximum of 60 points split 50/50 between scoring the cocktail and bartender him/herself.

BARTENDER:

Concept/Theme (5 points)

Knowledge of Key West (5 points)

Knowledge of Stoli Product (5 points)

Personality/Showmanship (10)

COCKTAIL

Appearance (5 points)

Aroma (5 points)

Balance (5 points)

Taste (10 points)

OVERALL (10 points)

Judges should take into consideration for a higher score, in any category, any cocktail and/or presentation that expertly evokes, in any way, the sunny community spirit of Key West.

Judges' scores will be combined for one final score between 0-180 for each competing bartender. Audience votes will then be added to this number to determine final placings and winner.

In the event of a tie, an instant death shot round will be executed.

PRIZING:

- Each regional winner receives an all-expense paid trip courtesy of the Key West Business Guild to Key West June 7-12th (6 nights/7 days) for the Finale week in Key West as well as press and recognition at www.out.com/keywestcocktailclassic plus a Stoli Premium bartending kit.
- The national winner will receive the title of Stoli Key West Cocktail Champion 2017, trophy, sash, \$7,500 for their pre-selected community charity of choice, an additional \$5,000 for a local Key West charity for which they will be playing (selected by their host property in advance), title of Honorary Grand Marshall of the 2017 Key West Pride Parade, a hometown celebration and check presentation ceremony at the winner's home bar or club, and a trip to a special Stoli or Key West event somewhere in the world in the year of the winner's reign compliments of the Key West Business Guild
- All prizes will be provided courtesy of the Key West Business Guild.

Any bartender who wins their city event and competes I Key West must wait three years before competing again (ex. 2016 Champions may not compete again until 2019).

To apply to compete, visit out.com/keywestcocktailclassic or see your local Stoli representative.

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KEY WEST BUSINESS GUILD



Key West: Close to perfect, far from normal!