



Stoli® Key West Cocktail Classic 2020 Rules and Scoring

Each competing bartender creates one Stoli® Cocktail for a live audience with a presentation showcasing their own authenticity and knowledge of community, LGBT history, Stoli portfolio brands, and the welcoming 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. The SKWCC is not strictly a cocktail competition, but rather a bartender celebration/competition celebrating the legacy of gay bars as original community centers and safe spaces and the nightlife professionals who continue to raise the bar today. Only half the overall score will be awarded based on the cocktail itself and the other half is awarded based on the competing bartender her/it/himself.

In 2020 A maximum of six bartenders may compete per city.

- US tour stops for 2020 will be: Dallas, Philadelphia, San Diego, Los Angeles, New York City, New Orleans, Cleveland, Boston, Chicago/Lake Michigan regional, Fort Lauderdale, San Francisco, and Washington DC.
- A fourteenth city will be determined by an all new national “wild Card” campaign to permit qualified bartenders from United States cities not represented on the tour to apply by video submission to compete in a special May 13 three-finalist event in the Stoli Group USA offices in New York City. The winner’s city will become the 14th officially recognized city, with the winning bartender afforded full North American title holder rights and recognitions with a secured place in the June 1-8 finale week.
 - In 2020 all bartenders will be locally selected for each competitive event as well as via an online application campaign opportunity via out.com at www.out.com/keywestbartenders
 - Bartenders from past years may be invited back to compete by the Stoli Key West Cocktail Classic Production Team
 - Bartenders may be selected by local Stoli and distributor partner managers
 - Any bar may contact a local Stoli representative or member of the Stoli Key West Cocktail Classic Production Team to nominate a bartender to compete
 - Any professional bartender who is a member of the LGBT community (including as a proven ally) may contact a local Stoli representative or member of the Stoli Key West Cocktail Classic Production Team to express interest to compete
 - If unsure who to talk to, a letter of interest to compete may be sent to stolikeywest@gmail.com . E-mails will be checked daily.

All participating bartenders will be finalized no later than three weeks prior to each regional competition.

Once the full roster of competing bartenders per event is complete, additional interested bartenders may be placed on an alternate list should an opening come available.

THEME: All bartenders will be required in 2020 to present to a theme requirement representing award-winning LGBTQ+ leadership and accomplishment somehow connected to their home city or region, with this year’s tour titled “The Stolimpics”. Meeting a theme requirement will account directly for five points of total judges’ score (out of 50 possible per judge) and heavily influence all aspects of scoring.

“Just like Stoli’s decades of award-winning legacy, the Olympics represent those whose achievements are worthy of the highest recognition and honor. With this year’s tour, we strive to discover our very own class of Stolimpians”, who are asked to create an exceptional Stoli cocktail on any of our 17 stages during the March-June tour while celebrating the people, places, and things relevant to their city, state, or region who have proven themselves worthy of this caliber.

It could be a person from the bartender's city who made it to Broadway and won a Tony Award. It could be a movie musical set in their hometown that went on to win an Oscar. It could be a brilliant scientist or humanitarian from their state who was handed the Nobel Peace Prize. It could be a charitable organization that has been highly recognized for their work to support the LGBTQ+ community and beyond, a military hero with a Purple Heart, or literally a dedicated athlete who indeed won Olympic gold.

One Bar Star in each city who best presents to this theme onstage while raising that cocktail shaker of a torch high in the preparation of a medal-worthy Stoli cocktail will be named one of our fourteen 2020 Stoli Key West "Stolimpians", winning this year's trip to the most coveted finish line in the LGBTQ+ world of bartending, the June 2-7 Key West Pride Week Finale.

Welcome to year 7. Welcome to celebrating YOUR legacy representing the heritage of our gay bars as original community centers and safe spaces. Welcome to demonstrating the exceptional strength and stamina of leadership our heritage bestows upon us as we look ahead to the finish line today. Welcome, future Stolimpians, to the 7th annual Stoli Key West Cocktail Classic: the STOLIMPICS".

Scoring for each event will consist of three components. A panel of a four judges per event who will score each bartender's live performance and cocktail with up to 25 points to be allocated per bartender for cocktail and an additional 25 for bartender self and presentation. 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.

1. A blind sampling of up to 100 members of each event's consumer audience who have RSVP's to attend and are one of the first 100 to check in at time of doors. For 2020 this component will again be held in the hour before each show with every attempt made to keep the bartender associated with each cocktail anonymous. Samples will be on average one ounce and pre-batched/prepared in the two hours before doors and will include a printed menu on display of cocktail ingredients, name, and any other pertinent printed information for audience voter consideration.
2. For 2020 the "text to vote" round will return. This element allowing all audience members to cast one vote following bartender presentations. This vote will be based on bartender presentation only, following the same criteria as that which celebrity judges will use to allocate their max 25 points per bartender for presentation only.

Bartenders themselves may not vote in this "text to vote" component, and any attempt to do so or recruit people not present as audience members during any event will result in immediate disqualification. Bartenders, however, WILL be invited back onstage during this phase and are permitted to encourage the live audience to vote for them while audience decision is being made. Celebrity judges may not participate in this phase AND they may not speak directly to any audience member in any attempt to suggest or sway which bartender a live audience member should vote for.

After each element is completed, all votes will be recorded into a computer program that will then assign each bartender the percentage of overall votes they have received out of 100 percent. Winner will be determined by the bartender who has the highest percentage. Note that celebrity judge scores do not alone determine a winner, and audience blind sampling vote as well as performance only text to vote will account for the other half of vote consideration and could change the outcome of any event.

Post-event, there will be a landing page that can be accessed by each competing bartender to review how they placed in each of the three voting phases. Celebrity judge score sheets may be shared with any bartender by request immediately following any event, or at any point until the end of July 2020.

Additional still to be determined "The Stolimpics" themes competitive stage elements may be introduced for 2020.

No employees of Stoli Group USA may sit on the judging panel for any regional or finale event. No event promotional staff may cast an audience vote on their personal behalf.

Bartenders will compete in a series two eliminations events during finale week in Key West to determine which 8 bartenders compete in the Pride main stage finale competition on June 6th on Duval Street (six of 12 semi-finalists will be eliminated during these elimination events). Two of the eight main stage finalists will have been pre-selected

by a “Fan Favourite” online voting phase. Online voting will begin on Friday May 15th after the final regional event , and conclude by end of day Thursday, May 28th. The general public may vote once per day, every day and will be responsible for final outcome based on most voted received for the three bartenders receiving the most votes. Exact voting mechanic will be announced at a date later in the program. The one bartender with the most votes overall will be revealed live onstage on June 6th as “2020 SKWCC Fan Favourite Winner”. 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, Cucumber, Lime and Salted Karamel with Stoli Crushed Pineapple, Stoli Crushed Grapefruit, Stoli Crushed Mango and Stoli Crushed Strawberry also available as of January 2020. Any new Stoli products brought to market during the February-June tour may be considered for use; check with your SKWCC Production Team for approvals.

- 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 not available in your region exception will be made).
- If tequila is chosen to be used in any cocktail only Cenote, Se Busca, or Villa 1 tequilas may be used (based on availability. If not available in your region exception will be made).
- If Bourbon is chosen to be used in any cocktail, only Kentucky Owl Bourbon may be used (based on availability. If not available in your region exception will be made).
- If whisky is used only Loch Lomond or Glen Scotia may be used (based on availability. If not available in your region exception will be made).
- Bartenders may use any mixers, glassware, and garnishes of choice and must provide any non-standard glassware, garnishes, or bar items (a standard item is defined by glassware/item available for use at the host bar. It is the responsibility of each competitor to confirm exactly what this is per city and to otherwise bring with them any and all elements needed for their planned presentation).
- Two bottles of each Stoli flavor, Bayou Rum, or other Stoli group products will be provided for each bartender for each of the 15 regional events as well as for Key West Finale elimination and Pride Main Stage events on June 5th, 6th, and 7th respectively.
- 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 1-8th, 2019, or the opportunity will pass to first-runner up. In event first runner-up is not available, placement will be offered to second runner-up. If second runner-up is not available to attend, the following protocol can be enacted at the discretion of event producers. The spot may be handed down to remaining city competitors in order of placement, the spot can be offered to the previous year’s first runner-up, or the city place in the finals can be removed completely for 2020.
- **NEW FOR 2020:** A STRICT time limit will be implemented for all competitors of EIGHT MINUTES MAXIMUM from the moment a competitor is introduced to the moment they declare their cocktail finished. At seven minutes, a one-minute warning will be given. A countdown clock visible to the bartenders, and whenever possible the audience, will be implemented for all regional and finale week events. Any bartender not finished at the 8 minute mark may receive a 30 second grace period from the host at host’s discretion, but beyond this 8 minute and 30 second mark no extensions can be given, and the bartender will be judged on their progress to that point. All bartenders are strongly encouraged to choreograph/time their presentations to a music track for timing. Music is, however, not a requirement and will not be played unless submitted by deadline to city Production Manager.
- Any bartender who wins their city event may change any element of their cocktail for the Key West Pride Week Finale competitive events with exception of COCKTAIL NAME and STOLI VODKA and flavours used in original cocktail created. Exceptions can be made only with approval of SKWCC Production Staff.
- 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 50 points split 50/50 between scoring the cocktail and bartender him/herself.

BARTENDER:

Concept/Theme (5 points)

Knowledge of Key West and Stoli brand/products (5 points)

Creativity (5 points)

Overall Personality/Showmanship (10)

COCKTAIL

Appearance (5 points)

Aroma (5 points)

Balance (5 points)

Overall Taste (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 and 2019 theme of LGBTQ+ Award-Winning Accomplishments: The Stolimpics!"

In the event of a tie during regional events , 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 1-8th (7 nights/8 days) for the Finale week in Key West. All travel arranged by HE Travel and all accommodations arranged by the Key West Business Guild.
- New in 2020 will be a cash travel and supply stipend paid in the amount of \$575 by the Key West Business Guild to each of the 14 bartender finalists on arrival and check-in in Key West
- The national winner will receive the title of Stoli Key West Cocktail Champion 2020, trophy, sash, \$15,000 for their pre-selected hometown community charity of choice, an additional \$5,000 for a local Key West charity for which they will be playing (selected for each bartender by the Key West Business Guild in advance). Additionally, the winner will receive title of Honorary Grand Marshall of the 2020 Key West Pride Parade, a hometown celebration and check presentation ceremony at the winner's home bar or club, and a \$10,000 travel bank with HE Travel to design their own dream vacation! All HE Travel fees are paid in advance with all \$10k available for use by winner. Travel bank may be used for only one trip, and any unused funds within one trip will be forfeited if not allocated for travel and leisure activities. Winner may include additional people within trip for flights, hotel, etc. Final travel destination plan must be approved by HE Travel and the Key West Business Guild.
- Second place (first runner-up) receives \$5,000 for their pre-selected charity of choice and a matching \$5,000 for the Key West charity with which paired by the Key West Business Guild.
- In the event of a tie for first or second place onstage at the June 6 main stage finale, the tie-breaker will be the fan favourite voting rankings. The bartender with the higher number of votes will claim the title.
- All prizes will be provided courtesy of the Key West Business Guild.

Any bartender who wins their city event and competes in Key West must wait three years before competing again (ex. 2018 Champions may not compete again until 2021). Bartenders who won a trip to the Key West Finale in the following years are permitted to return to compete in 2020: class of 2014, class of 2015, class of 2016, and class of 2017. Classes of 2018 and 2019 are not permitted to compete in 2020.

To apply to compete, visit [Out.com/KeyWestBartenders](https://www.out.com/KeyWestBartenders) see your local Stoli representative, SKWCC Production Team Member, or send an e-mail of interest to stolikeywest@gmail.com. Also check out www.facebook.com/StoliKeyWest



Key West: Close to perfect, far from normal!

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