Nightclub&Bar
convention & trade show
March 19-21, 2013
Las Vegas Convention Center • Las Vegas

SOUTHERN WINE & SPIRITS OF AMERICA
DEDICATED TO SALES & SERVICE
SINCE 1968

Proudly Presents

SHAKE IT UP! 2013
"Spirit of America"
Cocktail Challenge

shake it up!
THE BATTLE OF THE MIXOLOGISTS

Location: Nightclub & Bar Show
Las Vegas Convention Center, Las Vegas, NV
Date: Wednesday, March 20, 2013
Time: 12:30 P.M. to 3:30 P.M.
(contestants check-in at 11:00 A.M. walk through at 11:30AM)

1st Place: $15,000
2nd Place: $6000
3rd Place: $2500
4th Place: $1000
5th Place: $500

An Individual Prize Will Be Awarded For The Best Garnish.

SHAKE IT UP COMPETITION RULES

1) Must be at least 21 (twenty one) years old in order to compete.
2) The competition is **ONLY** open to up to 30 (thirty) currently U.S. **employed bartenders** that have been selected by the organizing committee based on the quality of recipes submitted.
3) The 2013 recipe must be a drink served on the rocks or in a cocktail glass (coupe) not exceeding a 10 ounce glass, (see recipe form), and **must be the contestant's original creation.**
4) The theme of this contest is **"Spirit of America"**, not necessarily spirits made in America, but spirituous cocktails as in the style of old fashioned and other retro cocktails.
5) Each contestant must create 1 (one) recipe enough to fill 5 (five):
    - Rocks Glass (10 oz) or
    - Cocktail Glass (7 ¾) provided by event organizer.
6) Contestants must be present in order to compete.
7) All recipes must be submitted in fluid ounces.
8) **It is mandatory that the recipe contains at least 2 (two) alcoholic ingredients from sponsors' list** (see attached list of sponsor brands). **ONLY** sponsored liquor brands are allowed in the recipe.
9) **All ingredients in the recipe must be commercially available.**
10) The maximum number of alcoholic and non-alcoholic ingredients combined in the recipe shall be limited up to **6 (six)** including bitters (only commercial bitter labels), and other toppings. **Please specify on the recipe if nuts-based ingredients are used.**
11) Coated glass rims with sugar /salt or spices are considered one of the 6 (six) ingredients.
12) Juices are not permitted in this competition. (Using citrus peel as garnish is allowed.)
13) Homemade ingredients are allowed but their ingredients cannot be more than 5 and is included as one of the ingredients as mentioned above. Examples of homemade ingredients are: syrups, shrubs, teas, and carbonation…Any fruits may be added to these, but no fruit juice.
14) A prep-room will be available to each contestant 20 (twenty) minutes prior to go on stage. Garnishes can be prepared on site or brought in by competitor already cut and ready to mount on the glasses.
15) Competitors may, at their request, bring their own fresh produce/spices or pastry items for garnishes.
16) All garnishes **must be edible and commercially available**.
17) Combining two or more ingredients before competing on stage is prohibited with exception of one homemade ingredient as mentioned above.
18) Competitors **MUST** bring their own **non-branded** bar tools (branded tools such as shakers, tins with logos printed on them are **not permitted**). However, cutting board, paring knife and ice scoop will be available on site.
19) One electric blender, portable burner with saucepan will be available on site to use during prep.
20) Due to Security Reasons **NO** open flames or flambé techniques are allowed.

21) Dress Code**:** Business-Casual. **Appropriate attire is mandatory.** No T-shirts, jeans, sneakers or baseball hats. Projecting a professional bartender attire/image is of paramount importance.
22) The preliminary rounds of the competition will take place on-site at the Nightclub & Bar Show **from 12:30pm to 2:30pm.**
23) Time for preliminary preparation for cocktail mise-en-place in the prep-room must not exceed **20 (twenty) minutes for each heat. No exception.**
24) On stage contestants will be given **7 (seven) minutes to prepare 5 (five) drinks** including garnishing them.
25) The tasting jury consists of the Southern Wine and Spirits Mixology Team and they will judge the cocktail based upon: presentation, aroma, taste and creativity (the latter refers to name given to the drink, combination of ingredients and style of garnish) and that all rules are followed correctly.
26) The 5 (five) contestants with the overall highest scores from the preliminary rounds will compete in the final.
27) Final round will start at 3:00 pm and secret ingredient will be disclosed then. The 5 (five) finalists' cocktails will be judged on the proper usage of the secret ingredient.
28) The 5 (five) finalists will be given 15 (fifteen) minutes to assemble ingredients available on stage to create their new improvised original recipe, which must include the secret ingredient and cannot exceed 6 (six) total ingredients.
29) Each participant's entry form must be turned in online by no later than **Monday, February 11th, 2013 by midnight PT.** There will be no registration fee.
30) The top 30 (thirty) selected contestants to compete in Shake It Up! 2013 will be notified **by Wednesday, February 20th, 2013**.
31) The top 30 (thirty) selected contestants to compete in Shake It Up! 2013 will be offered a complimentary general admission to The Night Club & Bar Show.
32) **The First Prize Winner will receive the "Shake It Up! Award" plus a monetary prize of $15,000.00!**
33) All selected participants are responsible for their own transportation and accommodation.

JUDGING PANEL

1. Southern Wine and Spirits of America will provide a panel of tasting judges.
2. All scoring sheets will be collected and delivered to the Scoring Committee.
3. Each drink will be judged on its own merit and not against the other drinks.
4. Past 7 minutes there will be 3 (three) points of deduction.
5. The tie-breaker will be the lowest finishing time. If applicable.