



3rd Annual Taste of Atlanta 2011 BarCraft Competition "Rules & Regulations"

Entry

1. Competitor must be currently working as a bartender in an Atlanta area restaurant, nightclub, hotel or bar.
2. There are no registration fees to enter.
3. Must be a minimum of 21 years of age to enter.

Recipes

1. Entries must be a minimum of 3 oz. liquid volume and must be in the form of a long or short drink. Shots will not be accepted.
2. Recipes entered must be the original creation of the competitor.
3. Recipes entered must be expressed in ounces, dashes and/or drops.
4. Recipes should contain at least two but not more than four alcoholic ingredients. The sponsor's spirit, Fernet Branca, must be used in a **minimum quantity of a quarter of an ounce**.
5. Each other spirit used may not exceed one and a half ounces.
6. Other spirits/liqueurs may be utilized as a flavor modifier to the Fernet Branca; keep in mind that the completed cocktail should feature Fernet Branca as a recognizable flavor component.
7. Drinks must not contain more than eight ingredients.
8. The individual components of a garnish, regardless of placement in or on the drink, shall each count as one ingredient.
9. Use of self-made ingredients other than standard, single-flavored simple syrups (such as ginger, lavender, and mint) is prohibited. All ingredients used must be reasonably available nationally.

Drinks & Preparation

For qualifying rounds:

1. Competitors must be present the day of the competition throughout all rounds. Cocktails cannot be prepared by a substitute. All competitors must remain in judging area until the results are announced.
2. Each competitor will be required to make three identical cocktails.
3. All ingredients with the exception of the Sponsor's spirit, Fernet-Branca, must be brought to the competition by the competitor in ample quantity to make three full-sized cocktails.
4. Competitors must supply their own bartending tools.
5. All elements of the drink must be assembled in front of the judges.
6. Organizer will supply limited basic glassware. Any specialty glassware must be supplied by the competitor.

7. Organizer will supply cubed ice. Any other specialty ice must be supplied by the competitor.
8. Time for preliminary preparation may not exceed **fifteen (15) minutes.**
9. Time for preparing the three judged cocktails may not exceed **seven (7) minutes.**

Garnishes

1. Use of manufactured garnishes will not be allowed, except for straws and garnish picks.
2. All garnishes must be edible.

Copyright

1. By entering this competition, competitors agree to assign copyright of their recipe and drink name to Taste of Atlanta.
2. Competitors and drinks presented during the competition will be photographed (still and video) by Taste of Atlanta and copyright of these images for any use to include advertising and will be retained by Taste of Atlanta.

Drink Names

1. Drink names must be appropriate for a family festival - additionally words associated with narcotics or motor vehicles are prohibited. The festival organizers retain the right to request a suitable alternative drink name should it be required.

Adjudication

Preliminary Judging:

1. Written Entries must be received no later than Monday September 26, 2011.
2. The written submissions will be preliminarily judged blind by a panel of three beverage industry experts.
3. Twenty-four preliminary round finalists will be notified on September 30th, 2011 and will be expected to participate in one qualifying round competition on October 6th, October 10th or October 12th. Locations to be announced shortly.

Qualifying Round Judging:

1. Competitor's entries will be judged on the following 100-point criteria:

- Name of Cocktail - 5 points
- Originality - 5 points
- Taste / Balance - 20 points
- Presentation - 20 points
- Skillful use of Fernet Branca - 50 points

2. The judges reserve the right to have the final decision on any matter relating to the judging of the competition. In the event of a tie, each competitor's lowest score will be removed and the competitor with the new highest combined score will be the winner.

3. One semi-finalist from each qualifying round will be selected to compete Saturday, October 22 2011 at Taste of Atlanta in the VIP Wine+Beer+Cocktail Tasting Tents. Please read further details below regarding semi-finalist requirements.

4. Additionally – at each of the three qualifying rounds the attendees will be allowed to cast one vote each for their favorite cocktail. The one contestant with the overall highest vote count will be the PEOPLES' CHOICE SEMI-FINALIST and will claim the fourth semi-finalist position. This will be tabulated ongoing and announced at the end of the final qualifying round, following the announcement of the winner for that night.

SEMI-FINALS:

1. Each semi-finalist will be required to batch and serve 250 (2 oz) tasting samples of their recipe to guests and judges in the VIP area for voting purposes from 12:30 until 1:30 with additional time needed to set-up and for the results of the judging to be announced.
2. Advance payment of 150 dollars to each semi-finalist will be provided to defray the associated costs.
3. The sponsor's spirit – Fernet – Branca - will be provided. The Semi-finalist must provide all other ingredients and tools for needed for the batched cocktails.
4. Ice and tasting cups will be provided.
5. **The VIP area attendees will cast their vote (one vote each) for their favorite cocktail.**
6. **Four Individual cocktails will be also be prepared for the judging panel at 12:20.**
7. The scoring for the judging will be based on a 50 point scale: Name of Cocktail - 5 points, Originality - 5 points, Taste / Balance - 20 points, Presentation - 20 points. The weight for each of the two score categories shall be 50% each – judges and attendees.
8. The Two Finalists with the highest combined score will be selected to compete on Sunday, October 23rd in a cocktail showdown held in the Food Studio area of the festival from 2:20 until 4:00.

FINALS:

1. The two finalists will be given a selection of spirits, modifiers and accents including fruits, herbs and bitters to craft their final cocktail.
2. This final cocktail will be judged by a panel of guest judges and will be based on the same scoring as outlined above for the semi-finals, including drink name.
3. The base spirits and other ingredients to be utilized for this portion of the competition will be revealed on the day of the finals but will include spirits from the Sponsor's Portfolio.
4. The contestants will have 15 minutes to plan their cocktail, and 7 minutes to execute three full-sized cocktails for judging.
5. The 2011 Taste of Atlanta BarCraft Champion will be announced immediately following the judges scoring of the final cocktail.

FERNET-BRANCA



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