

2017 DIPLOMÁTICO WORLD TOURNAMENT

A. SUBMISSION RULES

Welcome to the 2017 Diplomático World Tournament!

To participate in the 3rd edition of this fantastic international cocktail competition, you must be:

- Currently employed.
- Of legal drinking age in your country of residence, by August 1st 2016.
- Able to introduce yourself and your cocktail in English.

Please note that the official language of this international cocktail competition is English, therefore your application must be submitted exclusively in English. Applications in another language will not be taken into consideration.

A complete submission must include:

- Your personal information
- Your cocktail recipe
- A photograph of your cocktail. Photo's maximum size 5Mo.
- A 30-second to 1-minute (maximum) homemade video introducing yourself and the inspiration behind your cocktail. Video's maximum size: 1Go.

1. Cocktail Preparation

When creating your Diplomático cocktail, you must use any rum from our Tradition range: Reserva, Blanco Reserva, or Reserva Exclusiva.

Your cocktail must be prepared: in a short or a long drink.

Your cocktail should be mixed: with a shaker, mixing glass, a bar spoon, or in a blender.

A judging panel, composed of industry professionals, will evaluate these cocktails.

2. Cocktail Ingredients

Your cocktail must be prepared with a maximum of 6 ingredients.

The cocktail recipe must have at least 30ml (1oz) of one of Diplomático's Tradition range rums: Reserva, Blanco Reserva and/or Reserva Exclusiva). No other rums will be allowed in the competition.

For those selected to participate in local qualifying rounds and/or country final, please note that cocktail ingredients may be served measured or free poured.

3. Cocktail Recipe

The entire cocktail recipe should be expressed in measurements or amount of drops used.

Other ingredients, such as fruits, garnishments, etc., should be specified. For example: "Lime Juice" is unacceptable. The exact amount should be expressed.

4. Decorations

Decorative items should be edible.

The decorations should be prepared only during the allotted time for cocktail preparation. Otherwise the glassware should remain free of any elements.

5. Cocktail Names

It is prohibited to present a cocktail with names that are considered vulgar, offensive or sexual, in nature or with words, associated with narcotics or other illegal substances. Other names that will not be permitted include those that are degrading towards people, organizations, political affiliations, ethnic and/or religious groups.

B. EVALUATION CRITERIA

The organizers of the Diplomático World Tournament reserve the right to select the panel of judges for each round and change them at their discretion before or during the competition as deemed necessary.

The final decision from the judges is exclusively theirs and is non-negotiable.

1. On-line submissions:

An expert's panel, composed of industry professionals selected by Diplomático Rum and its local distributors, will evaluate all entries. They will then select the best cocktails and the bartenders who will participate in the regional qualifying rounds (if applicable) or in the country final; based on recipe coherence, cocktail appeal, and bartender presentation.

The result will be based 100% on the criteria of the expert's panel, based on the evaluation sheet provided by Diplomático Rum.

2. Qualifying rounds:

Selected participants to enter the competition must replicate their cocktail in front of a judging panel at the local qualifying rounds. The local distributor will provide additional information about this round. All this will be announced with a minimum of 2 weeks before the competition.

Judges will evaluate participants based on 3 main subjects:

I. Technique and presentation:

- a. Mise en place.
- b. Precision in bartender's work.
- c. Cocktail's presentation uniformity.
- d. Prior corkage.
- e. Simplicity of the recipe
- f. Knowledge about the association of the ingredients.
- g. Manners.
- h. Charisma
- i. Stage presence
- j. English proficiency

II. Cocktail's look and decoration:

- a. Neatness.
- b. Previous glass chill.
- c. General Appearance.
- d. Color.
- e. Garnish.

III. Organoleptic subjects:

- a. Aroma.
- b. Taste.
- c. Texture.
- d. Look.
- e. Balance.

C. RESPONSIBILITIES

- ✓ Competitors should be aware that all materials including clothing, working utensils, and additional materials that belong to you should be picked up immediately following your participation.
- ✓ As the judges are evaluating and scoring the cocktail, the bartender will be responsible for cleaning up and organizing the space for the next bartender.
- ✓ Competitors should be cordial and friendly towards other competitors. Any participant that demonstrates the opposite and/or aggressive behavior towards their competitors will be disqualified and removed from the event.
- ✓ Those who use inadequate techniques or promote unhygienic standards will be disqualified immediately and will be removed from the competition.

- ✓ All competitors must have good behavior throughout the competition. They should act as great representatives of the Diplomático Rum brand.

D. RIGHTS

- ✓ Diplomático Rum and its distributors, reserve the right to use the cocktail recipe created for any stage of the tournament in its publications and marketing materials during and following the conclusion of the tournament.
- ✓ Competitors grant Diplomático Rum and event organizers the right to the images and understand that they may be used in future marketing materials.