

**BAR  
OF THE  
YEAR**  
AWARDS 2018  
#BARAWARDS18

**BUSHMILLS COCKTAIL BARTENDER  
COMPETITION**



#BUSHMILLSCOCKTAIL18

## **TERMS AND CONDITIONS**

The following Competition Specific Terms and Conditions apply to the Bar of the Year Awards Bushmills Bartender Competition together with the General Terms and Conditions outlined below.

Competition Period: Entries will be accepted from 12 noon IST on Wednesday 11th April, 2018

Entries will no longer be accepted past 11:59pm IST on Thursday 30th May 2018. All entries received after this date will not be entered into the competition.

Finalists selected will be asked to attend the final stage of the competition on the 16 July 2018 in Zozimus Dublin.

We will not be covering any travel expenses on the day of the competition.

The winner will be announced at the Bar of the Year Awards on Monday, 20th August 2018.

### **Eligibility:**

You must be aged 18 years or over. Employees (or members of the families or households of employees) of Proximo Spirits and Ashville Media Group, are not eligible to enter the Competition.

### **Background:**

Bushmills Irish Whiskey launched the latest edition to the Bushmills Range in 2017 – Bushmills Red Bush. An approachable Irish whiskey, Bushmills Red Bush is a smooth blend of triple distilled Irish single malt and fine Irish grain whiskey. Matured exclusively in Bourbon casks Red Bush has notes of toasted oak, caramel and vanilla.

Black Bush, in comparison, has been an icon of Irish whiskey for decades. A blended whiskey with a high malt content and strong influence from sherry casks, Black Bush delivers dark fruity notes and a nutty character.

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### The Ask:

Create two cocktails that play to the strengths of the cask maturation in both Red Bush and Black Bush respectively (one cocktail should feature Red Bush, the other cocktail, Black Bush).

### The Entry:

**All contestants will be asked to provide the following information:**

- Full name and address (including postcode)
- Email address
- Telephone number with country code
- Bar name and address
- Cocktail recipe
- Method and garnish
- Glassware
- Inspiration

By participating in the competition, entrants assign to Proximo Spirits and their affiliated Companies to the full right to the cocktail name, recipe, inspiration, photography of cocktail and portrait, as well as the right of using the name and the images of the participant taken during the competition.

The entrant will be accredited wherever possible that they are representing Bushmills Irish Whiskey / Proximo Spirits.

The cocktails must be inspired by **Bushmills Red Bush** and **Bushmills Black Bush Irish Whiskey**.

- Either Bushmills Red Bush or Black Bush must be the dominant spirit ingredient in each of the drinks.
- All cocktails should contain no other competitor whiskey/whiskey brand.
- Recipes must include any home-made ingredients including homemade bitters, shrubs, blends or whiskey infusions. Both ingredients and process must be included in the entry.
- All entrants must supply and be prepared to discuss and describe the inspiration behind their cocktail creation.
- All cocktails should contain no more than 10 ingredients; this includes spritz or any garnish that could modify the flavour profile of the cocktail.
- If successful, all competitors will need to present 2 of each cocktail at the live final (16<sup>th</sup> July) to the panel of judges.
- Only one entry per person is permitted.

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**Notification of Winner:**

*Winner will be announced at the Bar of the Year Awards ceremony on Monday, 20th August 2018. All finalists will be invited to attend the Awards ceremony.*

**The Prize:**

The Bushmills Bartender of the year will be awarded a VIP Trade Tour of the Old Bushmills Distillery with in depth education session with Colum Egan, Master Distiller and Helen Mulholland, Master Blender. An overnight stay in Portrush +1 with dinner, bed & breakfast and a personalised bottle of Bushmills Distillery Reserve 12 Year Old.

**Other specific terms:**

The judges' decision is final. Proximo Spirits & Ashville Media Group reserves the right to disqualify any individual which, at its sole discretion, it believes has breached any rule of this competition

**Participation confirms acceptance of these terms and conditions and of the Legal Disclaimer.**