

## Judging Criteria- On Line Entry

A total of 150 points is available for Online Entries. In this part of the Competition only, you will not receive points for the taste of your cocktail or for the successful, creative use of Angostura® in your cocktail.

Of the 150 points, 25 points are allocated for the Appearance of your Cocktail, 25 points for your Video Submission, and 100 points for your Written Submission.



## Earning Points

***Cocktail Appearance (max. 25 points):*** This applies to your Cocktail itself, including the garnish, and the glass/vessel it's served in. Judges will be looking for a beautiful cocktail. As a rule of thumb the judges will ask themselves: If I saw this cocktail, and didn't even know what was in it or who made it, would I Instagram it? Does the serving vessel/garnish match the style of the cocktail? (For example, a julep-style cocktail is usually served in a metal or silver cup, with abundant mint leaves.) Judges will be looking for a cocktail in which everything has been carefully put together and presented.





## Video

**Video Appearance (max. 5 points):** To score points in this category you need to look and sound like an ambassador. You must be stylishly and attractively dressed (for some bartenders this is a formal suit, for others it's a T-shirt —so long as you look good!)

**Video: English fluency & vocabulary (max. 5 points):** You absolutely do not need to be a native English speaker! However, you must speak in English on your video, clearly and easily, without hesitating and without using profanity.

**Video: Answering Questions (max. 5 points):** You must answer both questions (“Why should people use Angostura® and not another bitters, rum or amaro?” and “Which bars around the world - that YOU have visited - are making the most imaginative cocktails, and why?") while talking the viewer through your cocktail-making process. Remember, we are looking for your skills as a storyteller!

**Video: Knowledge of Angostura®(max. 5 points):** To earn points you'll need to demonstrate your knowledge of Angostura®, the company, its bitters, its rum and its amaro.

**Video: Knowledge of Bitters/Rum/Amaro (max. 5 points):** You'll also need to demonstrate your knowledge of the bitters, rum and amaro categories in general.



## Written Submission

Your written submission must not exceed 200 words. In it you must answer the question — “State your opinion on whether the future of rum drinks is in tiki bars, in general cocktail bars, or in regular bars”.

**Fluency & Vocabulary (max. 25 points):** You absolutely do not need to be a native English speaker! However, you must write clearly, without major mistakes, and without using profanity.

**Written – Answering the Question (max. 25 points):** To score well, you must answer the question satisfactorily, demonstrating your descriptive and/or storytelling skills

**Written – Knowledge of Angostura® (max. 25 points):** Judges will be looking for bartenders who demonstrate their knowledge of Angostura®, the company, its bitters, its rum and its amaro.

**Written - Knowledge of Bitters/Rum/Amaro (max. 25 points):** You must also show your knowledge of the bitters, rum and amaro categories in general.





## Losing Points/Penalties

### Video Submission: Rum Cocktail

**Minus 15 points:** If your cocktail does not significantly differ from a well-known cocktail.

**Minus 25 points:** If you use less than 5 dashes of ANGOSTURA® aromatic bitters *or* less than of 2 dashes of ANGOSTURA® orange bitters.

**Minus 25 points:** If you use less than 1oz (30ml) Angostura rum.

**Minus 25 points:** If your cocktail is not reproducible in any good cocktail bar

**Minus 10 points:** If the name of your cocktail is too complex or inappropriate.

**Minus 5 points for each occurrence:** For unhygienic/poor technique, for example spilling, scooping ice with your hands, breaking glass, dropping tools.

**Minus 5 points:** For every 10 seconds your video is longer than 3 minutes.

**Minus 5 points:** If all the ingredients stated in the recipe are not used

**Minus 5 points:** If any ingredient not listed in the submitted recipe is used



## Disqualification Criteria - Rum Cocktail – Video Submission

Competitors will be disqualified if:

### Rum Cocktail

ANGOSTURA® aromatic bitters or ANGOSTURA® orange bitters are not used in the cocktail.

If Angostura® rum/s is not included in the cocktail

### Amaro Cocktail

Amaro di ANGOSTURA® is not included in the Amaro Cocktail.

ANGOSTURA® aromatic bitters or ANGOSTURA® orange bitters are not used in the cocktail.

### Other

Other brands of rum, bitters and amaro are used in either cocktail.

For wearing or using branded clothing, bar tools or glassware. Only Angostura-branded clothing/tools/glasses are permitted

