

Massenez Cocktail Competition – Culinary Cocktail Fusion

G. & E. Massenez[®]



Judges

- Bernard Baud (CEO of Peureux Massenez Distilleries)
- Tom Opie (Winner of the Massenez National Competition 2023)
- Liv Kelly (Bar Manager of Bar Rochford)
- Corinne Mossati (Writer, Author, Founder/Editor of Cocktails & Bars and The Gourmantic Garden)

Rules & Criterias for the Instagram Competition

Main Rules for your cocktail:

1. Competition entry requirements involve (i) posting on Instagram photo or video (ii) using or displaying a Massenez product in such post (iii) using the hashtag #MassenezCocktailComp, #Massenez150 and #Cerbaco in such post (iv) and follow @massenez_au & @cerbaco.
2. All entries must be uploaded onto Instagram by 11:59pm on the 19th of February.
3. Entrant must include all measurements (mL's) of your cocktail recipe in the description.
4. Entrants must have a public profile on Instagram for the time of the selection.
5. Entrants must fill in the entry form: <https://form.jotform.com/233438186967067> to validate their entry.
6. 8 ingredients Maximum (Garnish not included in ingredients).
7. Min. 10ml Massenez (Liqueurs, Eaux de vie, Spirits or Garden Party).
8. You must describe or include a picture of what dish your cocktail recipe is inspired by (snack, dessert, main course, or appetizer).
9. Bonus points if you use a second Cerbaco spirit in your cocktail.
10. Massenez must stand out in your cocktail, ensuring your culinary inspiration shines.

Main Criterias of judgement:

- Recipe (Balance, Massenez representation, creativity)
- Esthetics
- Explanation of the dish chosen

General Rules

By participating in this competition, competitors acknowledge that they are aware of the following Terms and Conditions.

Competitors also acknowledge that they will meet the following rules and regulations.

1. All competitors must work for a register bar or restaurant within NSW & ACT, Australia.
2. All competitors must be of legal drinking age (18) as of January 18th, 2024.
3. Participation is limited to entrants working at a venue at the time of announcing the finalists (23rd of February 2024).
4. Participants place of employment must be purchasing and serving a Massenez liquor from Cerbaco Distribution or its redistributors as of February 29th, 2024.
5. Rules for your cocktail:
 - 8 ingredients Maximum (Garnish not included in number of ingredients)
 - Min.10ml Massenez
 - Cocktail inspired by a dish (snack, dessert, main course, or appetizer).
6. Finalists will be announced on the 23rd of February 2024.
7. Six (6) finalists will be selected at the time of announcement.
8. Finalists will be notified by Direct Message through Instagram.
9. Finalists not living in Sydney will receive complementary flights to Sydney from their nearest major city.
10. Finalists will be required to be in Sydney on Monday the 4th of March 2024.
11. Finalists not from Sydney will receive one night's accommodation in Sydney on Monday the 4th of March 2024.
12. Finalists will be liable for all other costs.
13. Competition entrants will be adjudicated based on creativity, visual appeal and the original recipe of their culinary-inspired cocktail.
14. Entrants will be judged by the jury mentioned above.
15. 2 Finalists will be required to use the contents of a Mystery Box to create a cocktail on the day of the Finale if they make it to the 2nd round.
16. Finalists will be adjudicated at the "Culinary Cocktail Fusion" Competition Finale via a panel of judges, who will judge the following criteria:
 - i. Visual appeal
 - ii. Aroma
 - iii. Taste, mouthfeel and finish
 - iv. Presentation
 - v. Imagination of a culinary-inspired cocktail
 - vi. Respect of the Rules
17. One (1) finalist will be awarded with the victory entitling them to the following:
 - i. Cash prize of \$1000
 - ii. 2-day trip to the Prohibition Distillery
 - iii. Return flights to Adelaide from their nearest city
 - iv. 2 nights' accommodation
 - v. All meals included with a budget to respect
18. The runner-up will be awarded with a \$500 cash prize.

Overview of the Finale

Round 1: 6 Finalists

Competitors will be asked to showcase the cocktail they entered for the Instagram selection. Competitors will have 3 minutes to set their stations, and 5 minutes to perform their cocktails. Competitors will have to realize 4 of the same cocktail.

Competitors must supply all ingredients, except the Massenez, Lemon, Lime, Sugar Syrup, Basic bitters that we will provide.

The candidate needs to bring their own glassware or ask in advance what can be provided. Shakers and basic bar tools will be provided.

Round 2: 2 Finalists – The Mystery Box Challenge

Monday the 4th at 2:30 pm, the 6 finalists will discover the Massenez & Prohibition Mystery Box and will have one hour to prepare a recipe including some of the mandatory Massenez Liqueurs.

Only the 2 bests competitors of the First round will be asked to present this creation to maybe be the final winner.

Scoring on the day of the Finale

Competitors will be scored on compelling chat, cleanliness, performance and timing.

Drinks will be scored on Appearance, Flavor, Balance, Scent.

But also, how the cocktail reflects the dish you've chosen.

The recipe must be an original creation of the entrant.

Massenez have the rights to use recipes, photos and videos of the participants in their brand communication.

Correct Dress code required.

Place of the Finale

Burrow Bar

Basement, 96 Clarence St, Sydney NSW 2000

