



worldclass
COMPETITION

f / WorldClass

www.theworldclassclub.com



¹Conditions apply. See terms and conditions at www.theworldclassclub.com
Only eligible to bartenders aged 18 years and over.

The WORLD CLASS, JOHNNIE WALKER, BLUE LABEL, PLATINUM LABEL, GOLD LABEL RESERVE, TALISKER, THE SINGLETON, BULLEIT, KETEL ONE, CÍROC, TANQUERAY No. TEN, CARDHU, GRAND MARNIER, RON ZACAPA and DON JULIO words and associated words and logos are trade marks. © Diageo 2014. PLEASE DRINK RESPONSIBLY.

drinkaware.co.uk
for the facts

DRINKIQ.com



COULD YOU BE
THE WORLD'S BEST
BARTENDER?

RETURNING FOR ITS SEVENTH YEAR, DIAGEO RESERVE'S WORLD CLASS IS THE INDUSTRY'S BIGGEST AND MOST PRESTIGIOUS BARTENDING COMPETITION, PUSHING THE BOUNDARIES OF CREATIVITY AND SHOWMANSHIP AS LEADING BARTENDERS FROM OVER 50 COUNTRIES COMPETE FOR THE TITLE OF WORLD CLASS BARTENDER OF THE YEAR.

Above recognising the craft of the bartender, the competition has become synonymous with championing new talent and showcasing the latest fine drinking trends.

The search for the United Kingdom's best bartenders starts now - Don't miss your chance to represent the UK in the World Class 2015 Global Final in Cape Town!†

THE PRIZE

1. Represent GB in the Global Final, with the chance of becoming an Ambassador of the Global World Class Programme, travelling the world educating and inspiring new talent. As well as becoming a recognised industry name, the winner will become a World Class judge or mentor in the future World Class GB Programme and feature in the World Class TV show. They will also get the opportunity to create their own cocktail collection book which will be released globally.
2. The owner of the bar in which the GB winner currently works on the date of the GB final will receive a one off £10,000 marketing fund to create their own World Class ritual serve, which will hero the bartender's winning cocktail as well as the bar in which they work.*

* The drink must remain on the menu for a period of 12 months.

HOW TO ENTER

1. Watch the entry video at www.theworldclassclub.com (GB Tab) or on [f/World Class](https://www.facebook.com/WorldClass) for further challenge details
2. Submit your cocktail at www.theworldclassclub.com during the submission period

NOTE: In bar judging occurs after the submission period - you will be judged on your drink in your bar by the Regional Brand Ambassador and contacted if you are successful in reaching the next stage of the competition.

BURST 1 CHALLENGE

FUNDAMENTALS OF FLAVOUR

Brands available: Talisker, Singleton and Cardhu, Zacapa, JW Super Deluxe Range and Bulleit

COCKTAIL SUBMISSION DATE: 21ST - 30TH NOVEMBER

50 best bartenders go through to the World Class Master Class in February 2015

BURST 2 CHALLENGE

WRITTEN WORD

Brands available: Ketel One, Tanqueray No. Ten, Don Julio (Blanco, Reposado and Anejo) and Grand Marnier

COCKTAIL SUBMISSION DATE: 20TH - 29TH MARCH

50 best bartenders go through to the World Class Master Class in April/May 2015

WORLD CLASS MASTER CLASS - ONE FOR EACH BURST

Top 50 bartenders from each burst will travel to London for a Master Class culminating in an interactive challenge.

The first Master Class takes place in February 2015, while the second Master Class happens in April/May 2015.

Top 5 bartenders from each Master Class are selected for GB Final.

NATIONAL FINAL

Top 10 bartenders will travel to Drummur Castle in Scotland to compete in a 2 day challenge to find World Class UK bartender of the year 2015.

GLOBAL FINAL

The World Class UK winner will travel to Cape Town for the Global Final in September 2015.



PREVIOUS WINNERS

JAMES FOWLER

World Class UK Bartender of the Year 2014



GARETH EVANS

World Class UK Bartender of the Year 2013



ERIK LORINCZ

World Class Global Bartender of the Year 2010