

# YOUR CHANCE TO REPRESENT THE UK AT THE FINALS OF THE DOMAINE DE CANTON WORLD COCKTAIL COMPETITION ON THE CARIBBEAN ISLAND OF ST MARTIN AND WIN \$10 000



DOMAINE DE  
**CANTON**

LAUNCHED TO CRITICAL ACCLAIM IN 2008 IN THE USA AND 2010 IN THE UK DOMAINE DE CANTON HAS BEEN TAKING THE WORLDWIDE COCKTAIL SCENE BY STORM.

SPECIALITY BRANDS LTD ARE OFFERING THE WINNER OF THE UK COCKTAIL COMPETITION THE OPPORTUNITY TO COMPETE IN THE WORLD FINALS IN ST MARTIN, SUMMER 2012, AND FOLLOW IN THE SHOES OF LAB'S STUART FRITZ BY WINNING THE GRAND PRIZE OF \$10 000.

Handcrafted near Jarnac in South West France, Domaine De Canton is the creation of master liqueur makers John Cooper and Jean Francois Bardou, who have long been fans of the ginger elixirs drunk in French colonial Indochina during the 19th century.



2011 Winner Stu Fritz

Each batch of Domaine De Canton starts from a maceration of eau de vie and fresh Vietnamese baby ginger. To this base, VSOP and XO Grande Champagne Cognacs, Provençal honey, Tunisian Ginseng and fresh vanilla beans are blended to create a complex and smooth infusion. Finally this infusion is cold filtered to ensure a consistent, silky finish. No artificial additives are used in any of the production processes.

## COMPETITION RULES AND GUIDELINES

THE COMPETITION WILL BE JUDGED OVER THREE ROUNDS. ROUND 1 WILL JUDGE DRINKS BEING SERVED AND PROMOTED IN VENUES. THE 12 MOST SUCCESSFUL VENUES WILL BE SELECTED TO NOMINATE THEIR BARTENDER TO ENTER ROUND 2 WHICH WILL BE AN ORIGINAL COCKTAIL ROUND. THE WINNER OF THIS WILL THEN GO ON TO COMPETE IN ROUND 3 WHICH IS THE INTERNATIONAL FINAL TAKING PLACE IN ST MARTIN IN SUMMER 2012

ROUND

**1.**

- All participants to send confirmation of participation and drink name and recipe by Feb 10th 2012. This should be sent electronically to [declan@specialitybrands.com](mailto:declan@specialitybrands.com).
- This drink needs to be promoted within the venue for a minimum of 3 months including march when judging will take place.
- Judging will be based on: taste, name, presentation, how well communicated in venue, and bonus marks for driving consumer awareness of the cocktail.
- The promotion of the cocktail can be done through, for example: cocktail menus, blackboards/temporary menus, and even social networking sites.
- On the 2nd of April the 12 most successful venues will be informed they are through to the next stage.

ROUND

**2.**

- The 12 chosen venues should each nominate one bartender to compete in a Domaine de Canton bartender challenge on tuesday april 17th venue tbc.
- The nominated bartender will now make an original Domaine de Canton cocktail which will test their creativity, personality, and overall bartending abilities.
- Contestants will be given 5 minutes to present.
- Domaine de Canton will be provided on the day but contestants are expected to bring all other ingredients and glassware.
- The winner going on to represent the UK in the international final will be announced on the day.

ROUND

**3.**

- The international final on the Caribbean island of St Martin dates tbc.
- In St Martin the bartender will compete in a number of different challenges and will have to recreate the winning cocktail from round 2.
- The contestant with the highest score will walk away with a cheque for \$10 000.