



2017 Ti Punch Masters RULE BOOK

Entry Rules

Welcome to the Husk Distillers Ti Punch Masters!

To participate in this inaugural cocktail competition, you must be:

- currently employed in a bar between Brisbane and Byron Bay which stocks Husk Distillers products (available from ALM, Liquid SB & River City Wholesalers).
- at least 18 years old.
- be able to travel to your local semi final and the grand final.

Important Dates

Entries Close: 15th September

Semi Finalists Announced: 20th September

Byron Bay Semi Final: 2nd October

Gold Coast Semi Final: 9th October

Brisbane Semi Final: 16th October

Grand Final (Brisbane): 30th October

Note: these dates are subject to change.

Round 1 – Online Submission

Cocktail Submission

As part of your online registration, you must submit a photograph & recipe of an original and personal Ti Punch creation, using the following three ingredients as mandatory:

1. Agricole Rum
A minimum of 30ml of Pure Cane
2. Lime or any other citrus
3. Sugar or any other sweetener

+ two additional ingredients may be added.

Ingredient Guidelines:

- The use of any standard liqueurs, syrups, bitters, juices or mixers found behind most cocktail bars are allowed.
- The use of homemade syrups or liqueurs is prohibited in round 1, so the judges can better assess your submission. Homemade syrups & liqueurs can be used in the final two rounds.
- Elements affecting the taste or aroma of the cocktail such as garnish, sprays or bitters are considered an ingredient.
- No other spirits may be used, with the exception of 1866 Tumbulum Rum.

Cocktail Recipe Guidelines

When registering online, you must include your cocktail recipe with exact measurements and careful instructions on preparation techniques.

You should include an explanation for the inspiration in each choice made during the creation of the recipe.

Cocktail names which are degrading, racist or offensive are not permitted.

Evaluation

The 6 entries with the highest score from each region will be selected and invited to participate in the semi-finals.

Evaluation will be assessed by a panel on the following criteria;

1. Presentation of cocktail
2. Cocktail appeal (name, creativity, originality, general allure)
3. Written recipe coherence
4. Creativity of answer to the submission question what question?
5. Adherence to cocktail recipe guidelines

Each selected semi-finalist will receive one case of Pure Cane for their bar, along with a Husk Distillers chalkboard, to advertise their shortlisted cocktail as a special in the lead up to the event. Both the bar and the bartender will be promoted online as a shortlisted finalist. Limit of 1 case per venue.

Round 2 – Semi Finals

The semi-finals will take place in venues in Brisbane, Byron Bay and on the Gold Coast. Semi-finalists will go to their local semi-final to compete.

Finalists will have to recreate their Ti Punch before a panel of industry judges. **It must be the same recipe they have submitted online.**

Each finalist will have 10 minutes to prepare 3 servings of their Ti Punch – 5 minutes to set up and 5 minutes to present.

Evaluation will be based on the following criteria;

1. Sensory Evaluation
 - a) Look
 - b) Aroma
 - c) Taste
 - d) Texture
 - e) Balance

2. Technique & presentation skills
 - a) Preparation
 - b) Cocktail appearance & presentation
 - c) Precision in bartenders work
 - d) Cocktail's presentation uniformity across the 3 drinks
 - e) Charisma & stage presence
 - f) Knowledge of the ingredients

3. Overall knowledge of the product demonstrated in the cocktail

4. Respect of the time limit (overtime will be penalised)

Round 3 - The Finals

Two finalists from each region will be invited to compete in the finals, to be held at a southern Gold Coast venue in October in front of a panel of judges from around the country. The competition date will be finalised in early October.

Round 1: North Coast Challenge

Each finalist will have 10 minutes to prepare 3 servings of a Ti Punch cocktail representing the ultimate spirit of the North Coast.

You may use home made syrups or liqueurs in this round.

As well as the standard evaluation criteria, finalists will also be judged on how well their cocktail represents the North Coast. See page 5 for more information on the North Coast.

Round 2: Mystery Box Challenge

The three finalists with the highest scores after round 1 will go on to compete in the last round – the Mystery Box Challenge. Finalists will have 5 minutes to create 3 servings of an original Ti Punch recipe using ingredients from a mystery box.

As well as the standard evaluation criteria, finalists will also be judged on their creativity, tenacity and reactivity.

The party will continue after the announcement of the winner.

2017 Ti Punch Masters Winner

The finalist with the highest cumulative score after round 2 will be declared the 2017 Ti Punch Master and win the grand prize.

First Prize - *The Ultimate Rum Experience*

- 2 nights accommodation at Santai Resort in Casuarina for you and up to 3 friends during the 2017 harvest
- The unique opportunity to join the Husk Distillers team during the 2017 harvest to participate in the sugar cane crush (day 1) and distillation (day 2), learning the basics about rum distilling and getting a behind the scenes look into the running of a craft distillery.
- Take home a 5 litre oak barrel of the 2017 Vintage of Husk Rum, distilled in our new Scottish Forsyth still (the first to be imported into Australia), to display in your bar or home and to serve from after 3 years (recommended).
- Bottles from the Husk Distillers range, signed by the distiller & a prize pack of merchandise.

People's Choice Awards

Throughout the night, the original Ti Punch creations from our 6 finalists, which they presented in the semi finals, will be available from the bar at discounted prices. Each attendee will receive 2 voting tokens, with which they will be able to vote for their favourite cocktail.

The winner of the People's Choice Awards will receive a Husk Distillers prize pack, including bottles of our spirits & merchandise to the value of \$300.

Rights

Husk Distillers reserve the right to use any cocktail recipes created during any part of the competition in its publications and marketing materials during and after the competition.

Competitors grant Husk Distillers the right to use images and videos taken during all stages of the competition and understand that they may be used in future marketing materials.

All judges rulings are final.

Where exactly is the North Coast?

When Husk Distillers talk about the North Coast, we refer to the geological area carved out of the Tweed Shield Volcano, an eroded, 23 million year old Hawaiian type volcano.

Mt Warning (Wollumbin) forms the central core of the extinct volcano, and the surrounding caldera is the deepest in the Southern Hemisphere, and one of the great natural wonders of the world.

The surfing community owes much to Wollumbin because the best point breaks from Lennox Head to Burleigh Heads were formed and preserved by the mighty volcano. Our spectacular hinterland and national parks, Lamington, the Border Ranges, Wollumbin & Springbrook were also formed by the volcano.

Husk Distillers lies in the heart of the caldera. With the Pacific Ocean to the east, and the Gondwana Rainforest to the west.

This is our provenance and from the paddock to the bottle it defines our rum.

