

# PISCO WEEK TORONTO

## PISCO WEEK 2020 BARTENDER COMPETITION

Create and original Pisco Based Cocktail and get the opportunity to visit the land of Pisco: Peru



# Competition Rules

**Objective:** To promote Pisco AOC from Peru among bartenders in Toronto GTA

## 1. Organizer:

Promperu Canada is an organization responsible for the commercial promotion of exports, tourism and investments, as well as the opening and consolidation of foreign markets.

## 2. Competition:

Competition reserved for bartenders from establishments participating in Toronto Pisco Week 2020 (Toronto, Ontario). The competition will take place from September 24 to October 4, 2020. It will be organized in two parts: a preliminary phase and a final event.

### 2.1. Preliminary Phase :

- 2.1.1. Participants must confirm their application by sending their recipe for an original Pisco-based cocktail accompanied by a photo in High Resolution to [ocextoronto@promperu.gob.pe](mailto:ocextoronto@promperu.gob.pe) from September 14th until September 21<sup>st</sup> , 2020 at 12:00 p.m.
- 2.1.2. The recipes will be published on the official social networks of Toronto Pisco Week. Participants will be able to share, like and engage their community to earn points.
- 2.1.3. During Toronto Pisco Week 2020, the recipes must be offered for sale in establishments represented by the bartenders.
- 2.1.4. The members of the jury will evaluate the cocktails and select 3 finalists from the following scoring table:

Evaluation Criteria	Weighting
Technical aspect: association of pisco with other ingredients, dosage, types of pisco used, etc.	30%
Visual aspect	30%
Engagement on social media from <b>September 24th, 2020</b> until <b>October 4th, 2020</b>	40%

- 2.1.5. The list of the 3 finalists will be communicated after deliberation of the jury, on **October 8th, 2020**.

## **2.2. Final Event :**

The finalists will compete in front of a professional jury which will determine the best bartender of Toronto Pisco Week 2020, during October (exact dates and place will be communicated later on)

### 2.2.1. Participants:

The final is reserved for the 3 establishments participating in Toronto Pisco Week 2020 (Toronto, ON), who will have been designated as "Finalists" on **October 8th, 2020** at the ending of the preliminary phase of the competition.

If one of the participating establishments cancels its participation before the final, the organizers reserve the right to replace it with another establishment having participated in the first phase of the competition.

If a finalist does not show up for the final event, they will be immediately disqualified.

### 2.2.2. Performance :

Each bartender must prepare 3 identical cocktails according to the recipe they presented during the first phase of the competition and which was selected by the jury.

Each participant will have 10 minutes of preparation before entering the stage, then 10 minutes on stage including the installation and performance time.

Any time overrun will result in a penalty of 5 points for every 30 seconds.

An assistant will be available to help the bartenders to set up and clear the stage.

### 2.2.3. Evaluation and Jury :

The candidate's performance and their cocktails will be evaluated by a jury of 3 people.

According to the evaluation sheet, each candidate will be assigned a score. The candidate with the highest score will be designated as the overall winner.

**2.2.3.1. Evaluation Criteria:**

Criteria	Score
<b>Visual and taste assessment</b>	
Balance and Combination of Flavours (0 – 5) x 4	
Creativity (0 – 5) x 2	
Sensory Impression (0 – 5)	
Visual Appeal (0 – 5)	
General Impression of Taste (0-5)	
Body / Sensation in the Mouth (0-5)	
<b>Total Visual and Taste Assessment (0 /50)</b>	
<b>Professional Evaluation</b>	
Professional Performance (0 – 5) x 2	
Professionally Prepared Cocktails (0 – 5) x 2	
Commercial Applicability (0 – 5)	
<b>Total Professional Evaluation (0/25)</b>	
<b>Time Out Penalties</b>	
<b>FINAL SCORE (0/75)</b>	

**Visual and Taste Assessment:**

- Balance and combination of flavors: The jury will assess how the flavors interact and balance with each other. They will assess the drink based on how the Pisco is used and how the other ingredients match and complement each other.
- Creativity: The jury will assess the originality in the combination of the ingredients, the originality of the methods and the originality of the presentation.
- Sensory impression: From a sensory point of view, is the drink pleasant and attractive? Is this a drink that you would buy again if, for example, you were in a bar? Assessing the appearance and appeal of the drink includes, but is not limited to dishes, garnishes, accessories and the drink itself.
- Visual appeal: From a visual point of view only, is the drink attractive? Would its visual appeal make you want to buy and taste such a drink if, for example, you were in a bar?
- Impression of the taste of the drink: From a taste point of view only, how pleasant is the drink? Would you buy it again if, for example, you were in a bar?
- Body / Mouth sensation: The jury will assess whether the body / mouth feel of the drink is pleasant and corresponds to what is expected for this type of drink.

**Professional assessment:**

- Performance: this criterion translates the way in which the candidates captivate the jury, as well as the self-confidence, juggling and style they display in making cocktails. General hygiene throughout the presentation, as well as service skills, warmth, personality, body language, professionalism and tone will also be taken into account.
- Cocktails professionally prepared: Any method can be used to prepare cocktails: shaker, mix or assemble, but the ingredients measured, poured and mixed on stage will be favored. Points will reward creativity, softness, control and precision of gestures such as mixing / shaking or blending, measurement of spirits and ingredients, pouring into the container of the drink, etc.
- Commercial applicability: The jury will assess whether the method of preparation of the drink, the ingredients used and the final presentation of the drink are applicable to businesses. The highest points will be awarded when the jury decide that the drink could have practical application and significant success with consumers. Candidates are free to explain which market their drink is aimed and to give any information on its commercial applicability.

**2.2.3.2. Scores:**

Each juror will award a certain number of points, by evaluation criterion, on a scale of 0 to 5 (Not acceptable = 0 Acceptable / Fair = 1 Average = 2 Good = 3 Excellent = 4 Extraordinary = 5). Half points are allowed from 0 to 5. Jury are encouraged to use the full range of scores. Low scores indicate a service with low value, high scores indicate a service with high value. Certain criteria to be evaluated may be more important when they have multipliers by x2 or x4.

The final score of the candidate will be obtained by adding the total of the points on the evaluation sheets of each member of the jury and removing any time penalties.

**2.2.3.3. Ties:**

If there is a tie between two or more participants, the candidate with the highest score in the "Balance and combination of flavors" criterion will be favored before any other candidate with the same total competition score. If the tied competitors have the same score in this first criterion, the candidate with the highest score in the "Creativity" criterion will be favored. If there is still a tie in these first two criteria, the score manager will continue to analyze the criteria in the order defined in the evaluation sheet and will favor the candidate with the highest score in the first criterion.

### **3. Competition Calendar :**

- From September 14th until September 21st submission of applications by sending photos and recipes to [ocextoronto@promperu.gob.pe](mailto:ocextoronto@promperu.gob.pe)
- From September 24th to October 4<sup>th</sup>, 2020: publications and community engagement on Facebook and Instagram.
- October 5<sup>th</sup> – 7<sup>th</sup>, 2020: count of publications and engagement on social networks.
- October 8<sup>th</sup>, 2020: Announcement of the finalists.
- Final event and announcement of the overall winner. On October (Date to be confirm)

### **Fees and expenses:**

No entry fees. However, competitors are responsible for providing their own ingredients, including alcohol, as well as all the materials necessary for the preparation and presentation of their cocktails (4 glasses, shaker, etc.).

During the Final, nothing will be provided by the organizers. Only water and ice cubes will be supplied, as well as other glasses to serve cocktails to the audience.

All expenses related to the preparation of cocktails, equipment, transport and travel of the finalist bartenders to get to the final will be fully covered by the candidates. The organizers will not bear any expenses of the participants.

### **Prize details:**

All 3 finalist will receive a certificate of participation of Toronto Pisco Week Competition

A winner will be chosen at the end of the final. The prize for the winner consists of a stay in the country of Pisco: Peru. Includes:

- 1 roundtrip air ticket to Peru
- 2 nights in Lima
- 2 nights in Cusco
- The organization of a private tour to a Pisco vineyard

Travel dates are subject to the availability of hotels and flights.

The impediment of the winner to benefit, in whole or in part, from the price allocated and determined under the conditions which will have been explained to him, of his fact, for any reason whatsoever, makes him lose the profit without any possibility of reimbursement or matching of any kind.

The price is non-transferable, non-modifiable and non-transferable.

The organizers cannot be held responsible for any incident / accident that may occur during the use of the prize.

**Special mentions:**

Cannot compete: the members of the jury, the organizers of this competition as well as the members of their family (spouses, ascendants, descendants and first-degree collaterals).

The fact of participating implies, on the part of the candidates, the outright acceptance and compliance with these rules, with no possibility of complaint as to the results. The latter cannot give rise to competition, the jury being sovereign and not having to justify their decision.

The organizers reserve the right to publish the participants' recipes by their various means of communication, with the credit allocated to the competitor as far as possible.

The organizers reserve the right for any reason whatsoever, to modify, extend, shorten, suspend or cancel this competition without notice, without being held liable for this fact. No compensation may be requested by the competition participants.

This activity is neither organized nor sponsored by Facebook or Instagram.

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Questions?  
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