



OneUNIT Cocktail Competition

Cocktails are more popular than ever before. Simultaneously, guests are becoming increasingly aware of responsible alcohol consumption. Introducing the oneUNIT cocktail, a drinks category with cocktails that contain less alcohol, but are just as tasty.

With the oneUNIT Consumer Cocktail Competition guests & amateur cocktail shakers are challenged to show their knowledge and skills to this growing category by creating amazing cocktails that contain no more than oneUNIT.

Consumer Round

Following up on the three professional bartender competition rounds in this year's oneUNIT competition, we have opened up the competition for guests & amateur cocktail shakers. This round will have its final at Rum Club Utrecht on June 27th. The winner of this round will win a spending voucher for Rum Club and will get a judging spot for the grand final during the Horecava in January 2022!

The oneUNIT cocktail competition round consists of two phases:

Recipe Submission

You can submit your concept, motivation and recipe by signing up on <http://www.oneunit.nl/competition> before the deadline. Add an amazing picture of your drink and show it through your social media channels to gain extra points and secure a spot in the top 6 who get to present their oneUNIT cocktail in front of a panel of judges.

Competition day

If you're one of the Top 6 you will get the chance to present your cocktail to the judges at Rum Club. The winner of this round will be presented on the same day.

On the following pages you will find the rules & regulations, judging criteria and a FAQ. Only with a good understanding of these you will have a chance to win the competition, make sure you read them thoroughly!

If you hold any questions, you can send them to info@jonathansimpson.nl.

Rules & Regulations

1. COMPETITION STAGES:

1. Consumer round.

- 1.1. **Recipe submission.** A recipe must be submitted (*as defined at 4.2*) by signing up at <http://www.oneunit.nl/competition>, before the given deadline, as determined by article 3.1. Any recipe's that are submitted past the deadline will not be taken into consideration.
- 1.2. **Recipe selection.** Evaluation of the submitted recipes by a panel of judges, judged by the Recipe selection rules (as determined below). A top 6 will be selected as testers for the competition round
- 1.3. **Competition day.** The dates and times are determined at article 3.1. The entrants will present their oneUNIT cocktail to a panel of judges (*rules determined below*) during a final at the selected bar. Competitors are required to make their drink and present it. The judges will also take your concept and motivation in to account when handing out scores.

2. ELIGIBILITY:

The oneUNIT competition is open for anybody who is a Dutch resident and over the legal drinking age of twenty one (21) years old at the time of entry. To enter this round one may not be actively working at a bar or as a professional bartender in a different form.

The organization holds the right to deny you from the competition when deemed necessary

3. DATES & DEADLINES:

Submission deadline:	28 May until 18 June 2021
Announcement top 6:	21 June 2021
Competition day top 6:	27 June 2021

The following rules apply:

- a. Late recipe submission may result in disqualification
- b. Late arrival on competition day may result in disqualification
- c. The organization holds the right to change the dates and/or times
 - i. This will be communicated via email to all entrants

4. GENERAL RULES

1. A oneUNIT cocktail:

- a. contains no more than one unit of alcohol
 - i. A unit is measured at 12.5ml of 100% alcohol
 - ii. A drink that exceeds one unit will get disqualified

- iii. A drink is allowed to contain less than one unit
- b. is not an alcohol-free cocktail
- c. is considered a full drink, with a minimum serve of 110ML including dilution
- d. can contain homemade ingredients
 - i. All ingredients, measurements and techniques need to be fully specified
 - ii. Keep replicability in mind
- e. can contain any type of spirits and ingredients, as long as these are considered edible

2. Recipe submission guidelines:

- a. Your submission must include:
 - i. Full name
 - ii. Date of birth
- b. Your recipe must include:
 - i. The name of the drink
 - ii. A description of the concept (*see judging criteria, concept / motivation*)
 - iii. A complete list of ingredients, including the exact measurements in ML for each ingredient
 - iv. A rundown of the calculation of the total amount of alcohol used in the cocktail (*see FAQ for tips*)
 - v. Spirits described by brand names
 - vi. Full description of the methods used to create the drink
 - vii. Full description of homemade ingredients, including exact measurements and techniques
 - viii. Type of glassware, ice and garnish
 - ix. A photo as specified below
- c. Your recipe must not:
 - i. have a name that is considered inappropriate, discriminative, sexual, contrary to the message of **responsible alcohol consumption** or have words associated to narcotics or (spirit) brands
 - ii. been submitted to other competitions
 - iii. violate the rights of any other parties, including without limitation, any intellectual property, trade secret or other proprietary right of any third parties
 - iv. have been published (magazines, websites, cookbooks, etc.) to the entrants' best knowledge
- d. Your cocktail photo:
 - i. must be a clear picture of your cocktail
 - ii. can include your face, as long as we are allowed to share it
 - iii. be a PNG, GIF, JPG or JPEG, with a maximum file size of 10MB
 - iv. can not include any visible brands

3. Recipe selection:

Each recipe will be assigned up to 120 points based on the following criteria:

1. Appearance/photo (10 points)
2. Taste & balance (20 points)
3. Complexity & Originality (20 points)
4. Replicability (10 points)
5. Concept/motivation (40 points)
6. Online presence (20 points)

In-depth description you will find below at the *Judging Criteria* section

The recipes will be judged by a by a panel of industry experts. The top 6 entries, hereby referred to as competitors, will be selected and announced within seven (7) days after selection round deadline.

4. Competition day:

- a. The following order will be drawn at random
- b. You will get your presentation timeslot appointed before, but make sure you are present from the start.
- c. Each competitor has to present one cocktail
 - i. The cocktail needs to be the same as the submitted recipe
 - ii. Minor changes can be made with permission per email from the organization, prior to the competition day
- d. Each competitor will have eight (8) minutes to make and present the cocktails
 - i. Overtime from the eight (8) minute presentation maximum results in a direct reduction of 15 points
- e. The cocktail and presentation will be judged according to the judging criteria (*see below*)

5. Online Presence bonus points

- a. This will be judged on Instagram and Facebook
- b. The online posts will be assessed on the closure of the recipe submission and on the competition day
- c. The following (hash)tags need to be used:
@oneunit.nl #oneunitnl
#oneunit2021 #oneunitconsumercompetition
- d. No brands are allowed to be included in the posts

6. PRIZE DESCRIPTIONS

A spending voucher for Rum Club and a judges spot in the finals of the 2021 oneUNIT competition at the Horecava in January 2022.

Judging Criteria

We will be looking for a perfect balance between performance, concept and cocktail. Therefore we have three main criteria we judge on:



1. Cocktail – 60 points in total
2. Performance – 60 points in total
3. Online presence – 20 bonus points

COCKTAIL

A winning OneUnit cocktails is a drink that, despite containing no more than oneUNIT of alcohol, can compete with the classic and modern cocktails.

Appearance – 10 points

First impressions count! Does your drink look visually appealing? Is the washline correct? Do the choice of vessel and garnish make sense for the drink? Do the colors, garnish and glassware work well together?

Taste & Aroma – 20 points

Your drink should be delicious and well balanced. Every ingredient should make sense and form a harmony. It should be tastefully appealing to a broad audience and, most importantly, you want to finish the drink and immediately order seconds.

Complexity & Originality – 20 points

Less alcohol than a classic cocktail does not have to mean less complexity! Challenge yourself in finding new ways of building a recipe where the alcoholic element is not necessarily the main character. How will your oneUNIT cocktail contribute to a new and growing category?

Replicability – 10 points

The perfect OneUnit cocktail should be enjoyable around the world! Could your drink be easily made by fellow consumers and are the ingredients widely available? Good replicability does not mean that you can't experiment with new ingredients and techniques, but always keep the elegance of simplicity in mind!

PERFORMANCE

How will you tell your oneUNIT story?

Concept / motivation – 40 points

Creating a great cocktail takes more than just mixing flavors, how will your oneUNIT cocktail contribute to the mission of responsible alcohol consumption? You will have the complete freedom to wow the judges. Sky is the limit!

Knowledge – 10 points

How well are you aware of the Dutch laws and regulations around serving alcohol? Incorporate your knowledge into your performance to score well here.

Engagement – 10 points

Having a delicious cocktail, strong concept and showing knowledge is great! But are you able to inspire others with it? How well are you engaged with the crowd and the judges? Does your routine start strong and finishes stronger?

ONLINE PRESENCE

OneUNIT is an awareness campaign, how do you contribute? You can score some healthy bonus points by spreading the good word of responsible drinking through your online channels.

Online presence – 20 points

You can gain some easy bonus points here by challenging others to come up with their own oneUNIT cocktail, sharing your recipe or educating your followers on drinking responsible. Do it completely in your own voice and show us some originality in making people aware of the oneUNIT campaign. We will be looking at Instagram and Facebook, both Stories and regular posts. Do not forget to tag us!

@oneunit.nl #oneunitnl
#oneunit2020 #oneunitproject

Frequently Asked Questions

How do I win the oneUNIT competition?

No two competitions are setup the same way! Fully understand the rules and where to score points, better yet, memorize it! So, if you're not sure about what we look for in a winner, scroll back up and read again!

I made it to the top 6, what is the top 6 competition round all about? We will do a live final competition day at the chosen location. You will make and present your drink to a panel of judges, so train and prepare for it!

What is considered a unit of alcohol?

10 grams of pure alcohol, which equals 12.7ML. But to simplify, we consider 12.5ML of 100% abv as one standard unit. That roughly equals to 30ML of 40% abv, or 240ML of 5% abv (like a beer). To know how many units your cocktail contains, you will need to calculate the grams, or ML, of pure alcohol in the total drink.

How do I calculate the alcohol percentage of my cocktail?

The easiest way is to calculate every alcoholic ingredient of your cocktail separately, including bitters, and then add them up.

The formula is *quantity in ML x alcohol percentage / 1250*.

For example, a Daiquiri: Rum 60(ML) x 40(% alcohol) = 2400 / 1250 = 1.92 (units).

Clear?

Is there an easier way to calculate the units?

Yes, there is! Go to the calculator on www.oneunit.nl



Where can I find information on Dutch alcohol laws?

There is a lot of info and links on www.oneunit.nl

Can I get deductions?

We do not have a section with deductions, apart from time penalties. We believe that sloppy work will have a negative influence on your drink and performance and thus score you lower on different sections. Make sure you've trained your routine and made your drink many times!

I have seen this 12.5 come by often, is this the amount of spirits I can use in my cocktail?

12.5 stands for the maximum milliliters of pure 100% alcohol in a drink, so not the maximum amount of spirits you're allowed to use in your oneUNIT cocktail.

Does good hygiene count?

We expect you to understand the common hygiene rules, so we do not have a section for this in our rules. However, bad hygiene may result in a lesser impression to the judges.

While we are at it, make sure you're well dressed and presented! Show that you've put in the effort.

General Conditions

1. AGREEMENT TO TERMS & CONDITIONS

By participating, competitors will be deemed to have read, understood and unconditionally agreed to be bound by these Terms and Conditions and by the Competitors Briefing. Decisions of SpiritsNL will be final and binding, and competitors waive any appeal or other remedy.

Competitors cannot win a prize unless they comply with all requirements set forth herein. SpiritNL reserves the right to change these Terms and Conditions or the Competitors Briefing at any time, without prior notice. Any changes will be communicated to the competitors via email.

By participating, competitors represent and warrant that they are complying with any policy that their employer may have regarding participation in contests of this nature.

In the event of conflicts or inconsistencies between (i) these Terms and Conditions and the Competitors Briefing, and (ii) any communication, media release, advertising and promotional materials, these Terms and Conditions and the Competitors Briefing shall prevail.

2. INTELLECTUAL PROPERTY RIGHTS

By entering the Competition, each competitor: (a) grants SpiritsNL, and each of their agents, licensees, and assigns (collectively, the "Rights

Holders”) the unconditional, non-exclusive, right and permission to use, reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, modify, create derivative works of, exhibit, and otherwise use the competitor’s Entry as-is or as-edited in any media throughout the world for any purpose, without limitation, and without additional review, compensation, or approval from you or any other party in perpetuity from the date you submitted the Entry; (b) waive any rights of copyrights, trademark rights, privacy rights, and any other legal or moral rights that may preclude the Rights Holders’ use of the competitor’s Entry, as outlined above, or require any further permission for the Rights Holders to use the Entry; and (c) agree not to instigate, support, maintain, or authorize any action, claim, or lawsuit against the Rights Holders on the grounds that any use of the Entry, or any derivative works, infringes any of competitor’s rights as creator of the Entry including, without limitation, copyrights, trademark rights, and moral rights.

3. PUBLICITY

Except where prohibited by law, by participating in the Competition, competitors agree that the Rights Holders and any media attending events related to the Competition may use their name, likeness, voice, statements, photographs, audio-visual footage, recipe, biographical information, state of residence, and/or any other record of their participation in the Competition for promotional purposes in any media release, advertisement, television, radio, film, documentary, internet, or in any other publication or media without further payment or consideration.