



# THE COCKTAIL & SIGNATURE SERVE MASTERS 2023

## RECOGNISING THE MASTERS IN THEIR FIELDS

**The Cocktail & Signature Serve Masters** allows brands to put forward a cocktail or signature serve which best showcases their spirits in action! Highlight the versatility and power of your brand's spirit when mixing cocktails in this unique competition where an on-site, specialist bartender will present your brand's cocktail or signature serve to our panel of judges. Whether you're looking to showcase your spirit to potential on-trade stockists or be able to share some award-winning cocktails with your consumers, **The Cocktail & Signature Serve Masters 2023** is the perfect place to debut your creations.

Silver, Gold and Master medals will be awarded in each category. The Master winners will then be judged for the overall title of Cocktail Taste Master 2023.

- To enter The Cocktail Masters 2023, you must be one of the following: a brand owner, a producer, a distributor/importer or a retailer
- If you are not the brand owner, you must have written permission to enter the Masters Series
- Awards will be given at the discretion of the judges
- The chairman's decision is final
- Medal winners will receive an official results email at the beginning of the month of results publication.

### TO ENTER:

1. Complete the entry form or enter online at [www.thespiritsmasters.com](http://www.thespiritsmasters.com)
2. Forward samples for each category entered to: Rhiannon Morris **The Cocktail Masters 2023**, Sensible Wine Services Ltd, Unit 10, Dana Trading Estate, Transfesa Road, Paddock Wood, Kent, TN12 6UT, UK. Att: Ellie Pop. Contact Number: 01622 832640. *Refunds cannot be given for samples that do not arrive on time.*
3. Please ensure that all UK duty on samples is pre-paid. This can be arranged through your shipping company.
4. A high-resolution bottle shot of each product entered must be emailed to [rhiannon.morris@thespiritsbusiness.com](mailto:rhiannon.morris@thespiritsbusiness.com) by the closing date

**Entry deadline: 21 June 2023 Sample deadline: 29 June 2023**

**Rhiannon Morris**  
**The Spirits Business**  
**t: +44 (0) 207 803 2430**  
**[rhiannon.morris@thespiritsbusiness.com](mailto:rhiannon.morris@thespiritsbusiness.com)**



OFFICIAL WATERS OF  
**THE SPIRITS  
BUSINESS**

# THE COCKTAIL & SIGNATURE SERVE MASTERS 2023

## **Categories** (please write the category on the details page)

### **Cocktail Base**

#### **Low & No**

**Tequila/Mezcal**

**Rum/Cachaça**

**Brandy/Cognac**

**Gin**

**Vodka**

**Liqueur**

#### **Speciality Spirits**

- Absinthe
- White Spirit
- Pisco
- Aquavit
- Other

#### **Whisky/Whiskey**

- Scotch
- Irish Whiskey
- American Whiskey
- World Whisky

### **Marketing Campaign\***

### **Design & Packaging\***

**\*Please note that these categories will be judged in November and are charged as a separate competition**

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## Recipe and Serving Instructions

The Spirits Business will provide the following ingredients for The Cocktail Masters. For any branded mixers or ingredients not listed below, please send any ingredients for your signature serve along with your spirit samples to the delivery address provided.

Tonic (Regular & Low-calorie)  
Ginger (Ale & Beer)  
Cola (Regular & Low-calorie)  
Soda Water  
Lemonade & Bitter Lemon  
Lemon Juice/Lime Juice  
Fruit Juice (Orange/Pineapple/Tomato/Apple)  
Ice  
Sugar Syrup  
Garnish (Lemon/Lime/Grapefruit/Orange/Rosemary)  
Mint

### Entry Details

If entering more products than this page allows, please print and fill out multiple copies accordingly. Alternatively, send your submission via email to [rhiannon.morris@thespiritsbusiness.com](mailto:rhiannon.morris@thespiritsbusiness.com)

Cocktail Name .....

Spirit Category .....

Spirit ABV% .....

Brand Owner (For Publication) .....

Ingredients & Serving Instructions

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# THE GLOBAL SPIRITS MASTERS

## Entry Form

You may enter several products on one form, but please submit just ONE entry form per Masters competition. To enter other Global Spirits Masters competitions, please use a new form.

If you are submitting the entry form in writing, please use CAPITAL letters.

Once completed, please send the form, **along with your samples**, to The Global Spirits Masters either by fax or post, using the details below.

Alternatively, you can enter online at [www.thespiritsbusiness.com/globalspiritsmasters](http://www.thespiritsbusiness.com/globalspiritsmasters).

### The Cocktail Masters

**Sensible Wine Services Ltd, Unit 10,  
Dana Trading Estate, Transfesa Road,  
Paddock Wood, Kent, TN12 6UT, UK.**

**Att: Ellie Pop.**

**Contact Number: 01622 832640.**

Please contact Rhiannon Morris  
**[rhiannon.morris@thespiritsbusiness.com](mailto:rhiannon.morris@thespiritsbusiness.com)** or on  
**+44(0)20 7803 2430** with any questions.

### Contact Details

*Please enter the details of the person/company submitting the entries*

Contact Name:.....

Company Name:.....

Nature of business (distributor/ PR/  
producer/etc):.....

Job title:.....

Telephone:.....

Email:.....

Fax:.....

Address:.....

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Invoicing address (if different to contact address):

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Contact and product information will be kept by The Spirits Business for future reference and to update you on The Global Spirits Masters and The Spirits Business news.

If you do not wish to be contacted by The Spirits Business or The Global Spirits Masters, please tick this box ☐

If you do not wish to be contacted by third party companies, tick this box ☐

#### For office use only

Entry No:..... GSM category:.....

No. of entries:..... Date received:.....

Payment:.....



### Payment details

The cost of entry is £195+VAT for the first entry, and £155+VAT for each additional entry made into the same Global Spirits Masters competition. Additional entries to other competitions will be considered as separate.

Each category entered is considered an additional entry.

Please allow enough time for your samples to reach us.

Refunds cannot be offered for late samples.

See [www.thespiritsbusiness.com/globalspiritsmasters](http://www.thespiritsbusiness.com/globalspiritsmasters) for entry deadlines.

Medal artwork will be provided free of charge in JPG, PDF or PNG format. For a quote to supply high resolution medal artwork please contact Rhiannon Morris at **[rhiannon.morris@thespiritsbusiness.com](mailto:rhiannon.morris@thespiritsbusiness.com)** or on **+44(0)20 7803 2430**

**VAT Number:**.....

*Companies within the UK add VAT at 20%. Companies in the EU and outside the EU, do not include UK VAT with your entry.*

Total entry fee enclosed:.....

Number of products entered:.....

### Pay by card

Please charge £..... to my

Visa ☐ Mastercard ☐ AMEX ☐

Card no: .....

Expiry date: ...../..... Issue no: .....

3-digit security code: .....

*Credit card transactions will be taken in UK sterling at the current exchange rate.*

### Pay by cheque

Cheques made payable to Union Press Ltd

### Pay by BACS transfer

Bank Name: HSBC, 73 High Street, Watford, WD17 2DS, UK

Account name: Union Press Ltd

Account number: 32069385

Sort code: 40-45-27

IBAN: GB39HBUK40452732069385

BIC: HBUKGB4109N

SIGNATURE:.....

DATE:.....

### CHECKLIST... HAVE YOU DONE THE FOLLOWING?

- ☐ Completed your entry form ☐ Emailed high-resolution bottle shots
- ☐ Enclosed a cheque or completed credit card details
- ☐ Packed 2 bottles per entry (duty paid)

# **THE COCKTAIL MASTERS 2023**

(please include this information to avoid samples being misplaced)

**SENSIBLE WINE SERVICES LTD,**

**UNIT 10,**

**DANA TRADING ESTATE,**

**TRANSFESA ROAD,**

**PADDOCK WOOD,**

**KENT,**

**TN12 6UT,**

**UK**

**ATT: ELLIE POP**

**CONTACT NUMBER: 01622 832640**