

Clément Ti'Punch Cup 2020 – The Rules

Make sure you read through the rules in their entirety before registering.

I - ONLINE REGISTRATION

The online registration will be open worldwide from April 15th, 2019 to December 15th, 2019. However, the pre-selection is being organized differently from one country to the other, therefore **please refer to the specific entry dates mentioned on each [country page](#)**.

The competition will run in the following countries: Austria, Belgium, China, Czech Republic, Denmark, Estonia/Latvia, France, Germany, Greece, Hong Kong, Hungary, Ireland, Italy, Luxembourg, Malaysia, Martinique, Morocco, Netherlands, Poland, Slovakia, Spain, Sweden, Switzerland, United Arab Emirates, United Kingdom, United States and Vietnam.

Unless stated otherwise on the country page, **all entries should be submitted via the [registration form available on the website \[www.tipunchup.com\]\(http://www.tipunchup.com\)](#)** . All fields marked with a (*) are mandatory.

Rhum Clément and its distributors worldwide will have the right and license to use, adapt, reproduce, and publish any recipe submitted online and related images without being entitled to any compensation. Similarly, any photos or videos of the bartenders taken during the competition could be used, published and reproduced.

PARTICIPANTS

The competition is open only to professional bartenders of legal age, currently residing and working at a bar in the country in which they register.

Participants should be able to speak English (**mandatory**) and/or French (optional) in order to introduce their cocktail to any members of the judging panel in the Continental Finals and at the World Final in Martinique.

Participants should make sure to be available on the date of their Continental Final (information available on each country page), and for the entire length of the World Final trip from March 9th to March 13th 2020.



COCKTAIL SUBMISSION

The recipe should be an **original and personal creation**.

Each competitor should create a cocktail with **at least 3 main ingredients of a Ti’Punch:**

1. Rhum Agricole:

A minimum of 30ml (1oz) of any of the following Rhum Clément must be used:

- Clément White Rhum Agricole 40°/50°/55°
- Clément Première Canne
- Clément Canne Bleue
- Clément Rhum Ambré
- Clément Select Barrel
- Clément VO
- Clément VSOP

This list is non-exhaustive and may change according to the country of entry.

2. **Lime** or any citrus ingredient
3. **Sugar** or any sweetener

Two extra ingredients can be added in order to have a **maximum of 5 ingredients** in your recipe.

Ingredient specifications:

- The use of any liqueurs, standard modifiers, syrups, bitters, and juices found behind most cocktail bars worldwide is permitted.
- Unlike previous editions of Ti’Punch Cup, the use of **homemade ingredients** such as homemade syrups or liquors, abstract modifiers, and foams is **permitted. However, their full recipe and method of preparation must be clearly specified.** The contestant may also send a sample of their homemade ingredient to his/her local contact to ensure a correct rating of his/her Ti’Punch recipe (not compulsory).
- Other ingredients, such as fruits, type of ice, etc. must be clearly specified
- Elements affecting the taste and/or aromas of the Ti’Punch such as edible garnish, sprays, bitters that are not a derived flavor of a main ingredient are considered as ingredients.
- **The use of any other rum brands is not permitted.**
- The use of any other spirits is permitted.
- Brands or type must be clearly stated.
- The choice of glassware is yours and must be clearly specified.

Cocktail Recipe specifications:

- The entire recipe **must be expressed in exact measurements or amount of drops used.**
- Cocktail preparation techniques must be clearly indicated.
- Your cocktail recipe should **tell a story.** Explanation and inspiration for the choice of ingredients and recipe should be detailed.
- **Cocktail picture is mandatory.** Make sure to provide a qualitative picture showcasing the cocktail, rum(s), ingredients used, and overall inspiration. Use of additional photos, videos or any others creative tools are encouraged. Uploaded files being limited to 5MB, the participants will still be able to upload videos on YouTube and share the link in the “Description” field of the entry form.



EVALUATION

All cocktails submitted online will be reproduced, judged, and evaluated by a panel of industry professionals with the same criteria:

- Taste and Balance (30%)
- “Ti’Punch-ness” – the ability to include DNA of a true Ti’Punch (10%)
- Precision and Details –clear description of the cocktail recipe and methods (20%)
- Ability to highlight and showcase Rhum Clément in cocktail (10%)
- Creativity and originality (10%)
- Presentation – storytelling, cocktail picture and other optional creative tools (20%)

The Online registration will account for 70% of the total score. The Ti’Punch recipes that best embody the above attributes in each participating country will be selected to enter **the activation phase**. Activation stage participants will directly be contacted by the local organization staff.

II - ACTIVATION PHASE

Bartenders selected to enter the activation phase will be asked to promote their Ti’Punch recipe within their community for a limited period of time. The length of this period may differ according to the country of entry. Each local organization staff will be able to give detailed information to the contestants.

To establish a ranking, focus will be given to both **On Location** and **Social Media** activations.

ON-LOCATION CAMPAIGN

- Organization of Clément parties in the contestant’s bar
- Organization of a guest shift in someone else’s bar
- Ti’Punch creation on the bar’s cocktail menu
- Ti’Punch creation as the “cocktail of the month”
- Etc...creativity is highly recommended

SOCIAL MEDIA CAMPAIGN

- Posts and Stories on social media using the mention @rhumclement and the hashtags #tipunchcup and #rhumclement plus any other information requested by local organizers.
- Promotional videos uploaded online
- Etc...

Bartenders will be offered both a special promotion on Rhum Clément’s products and a promotional kit allocation by their local organization staff to help them build their campaign.



EVALUATION

Once the period has ended both scores from the Online Registration (70%) and the Activation (30%) will be added to establish **one ranking per region**.

European countries will be divided as follow:

Europe region 1 (with a Continental final in Paris - France): Czech Republic, Denmark, Estonia/Latvia, France, Hungary, Netherlands, Poland, Slovakia, Spain.

Europe region 2 (with a Continental final in Athens – Greece): Austria, Belgium, Germany, Greece, Ireland, Italy, Luxembourg, Sweden, Switzerland, United Kingdom.

Top 10 scores of each region will move to one of our Continental Finals.

III - CONTINENTAL FINALS

ORGANIZATION

This year, Clément Ti’Punch Cup 2020 will divide all participating countries into 5 different continental finals. Middle East/Africa region will not be holding a Continental Final, thusly we will secure one spot for the top scoring bartender from this region at the European region 1 Final in Paris.

Competition dates will be specified on each [country page](#). Bartenders must make sure to be available on their region’s Continental Final day.

In order to judge all finalists equally, the first round of all continental finals will be identical worldwide. However, additional qualifying rounds may be organized from one region to the other. In this case, changes will be clearly specified in the event page.

TI’PUNCH CREATION ROUND (common to all Continental finals)

Finalists will be asked to recreate their Ti’Punch on stage before a panel of industry professionals. It must be the same recipe they have initially submitted online.

Each finalist will have **10 minutes** (5 minutes to set up + 5 minutes to present) to prepare **4 servings** of his/her Ti’Punch creation. Going over the time limit will be penalized and points will be deducted from the competitor’s final score.

Evaluation will be based on the following criteria’s:

- Organoleptic Subjects - Appearance, Aroma & Taste (40%)
- “Ti’Punchness” of the drink (20%)
- Techniques & Presentation Skills (25%)
- Overall Knowledge of the brand and its products (15%)



IV - WORLD FINAL

Top two winners of each Continental Final will be given the chance to travel to Martinique **from March 9th to March 13th 2020.**

All world finalists will be known by January 1st 2020.

The World Final will be held at Habitation Clément, Le François, Martinique (FWI).

Several rounds will allow the panel of judges to select the Clément Ti'Punch Cup Winner 2020.

V – GLOBAL WINNER & ALUMNI

CLEMENT TI'PUNCH CUP WINNER 2020

Finalists will earn a certain amount of points at each round of the World Final. The finalist with the highest score after the addition of the points from all three rounds will be declared **Clément Ti'Punch Cup 2020 Winner**.

At the same time, he or she will automatically become the official sponsor/mentor of the next Clément Ti'Punch Cup.

CLEMENT TI'PUNCH CUP ALUMNI CLUB

Clément Ti'Punch Cup 2020 winner and all his/her world finalists will become members of the Clément Ti'Punch Cup Alumni Club.

Members of the club may be invited to Rhum Clément private events worldwide, have access to exclusive products, participate to special brand collaborations and receive exclusive brand information. They will also be granted lifetime free entry to Habitation Clément in Martinique.

They may also be invited to participate to future Clément Ti'Punch Cup events and be members of the judging panel in continental finals in either their country of entry, country of residence or in Martinique*.

(*Participation to a World Final in Martinique will primarily be granted to the most recent Clément Ti'Punch Cup winner)

