

## Ti'Punch Cup 2020 – The Rules (USA Only)

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

### ONLINE REGISTRATION

The US registration period will be open from April 15<sup>th</sup>, 2019 until June 1<sup>st</sup>, 2019.

### PARTICIPANTS

The competition is open only to professional bartenders aged 21-years-old or over, currently residing and working at a bar which carries Rhum Clement in the USA. Participants should make sure to be available on July 17<sup>th</sup> for the National Final in New Orleans and for the entire length of the World Final trip from March 9<sup>th</sup> to March 13<sup>th</sup> 2020. Please note that Spiribam USA will not be responsible for transportation or lodging to and from New Orleans for the National Final.

### 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 1oz** of any of the following Rhum Clément must be used:

- Clement Première Canne
- Clement Canne Bleue
- Clement Select Barrel
- Clement VSOP
- Clement XO

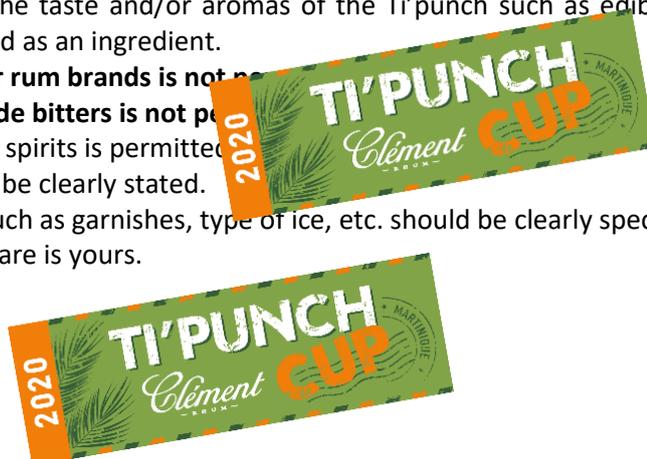
**2. Lime** or any citrus ingredient

**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 is permitted.
- **NEW for 2020:** The use of **homemade ingredients** such as homemade syrups or liquors, abstract modifiers, and foams is **permitted. However, full recipe and method of preparation must be clearly specified.** The contestant may also send to their local contact a sample of his/her homemade ingredient to ensure a correct rating of his/her Ti'Punch recipe during evaluation period.
- Elements affecting the taste and/or aromas of the Ti'punch such as edible garnish, sprays, bitters are considered as an ingredient.
- **The use of any other rum brands is not permitted.**
- **The use of homemade bitters is not permitted.**
- The use of any other spirits is permitted.
- Brands or type must be clearly stated.
- Other ingredients, such as garnishes, type of ice, etc. should be clearly specified.
- The choice of glassware is yours.



#### Cocktail Recipe specifications:

- The entire recipe should be expressed in measurements or amount of drops used.
- Cocktail and ingredient 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.

#### Social Media Campaign:

- The US competition will only have one preliminary phase before finalists are announced. The “Activation Phase” listed on the overall rules page will not apply to the US Competition. Instead, the social media campaign portion will be included in your original submission.
- Social media campaign isn’t compulsory to enter competition but will account for a percentage of score in the preliminary round.
- We ask you to tag #tipunchcup and @rhunclement in any Instagram photos or stories relating to your Ti’Punch Cup entry. Beyond that there are no guidelines but the scale of your campaign will be reflected in your score for the preliminary portion of the competition.

#### EVALUATION

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

##### COCKTAIL

- Ability to highlight and showcase Rum Clement in cocktail
- “Ti’Punch-ness” – the ability to include DNA of a true ti’punch
- Taste and balance
- Creativity and originality – explaining the story of your cocktail is highly encouraged
- Presentation (use of additional photos, videos, or any other creative tools 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.

##### SOCIAL MEDIA CAMPAIGN

- Score for accumulative social media campaign will be determined by amount of posts and rate of engagement and will account for 30% of the preliminary score.

The cocktail recipes that best embody the above attributes will be selected to enter the qualifying round. Participants will be contacted by a representative of Spiribam USA.

#### NATIONAL FINALS

##### ORGANIZATION

**Submissions for Ti’Punch Cup USA 2020 will close on June 1<sup>st</sup>, 2019.** Finalists will be announced June 7<sup>th</sup>. USA national competition will be held at Tales of the Cocktail (location TBD) on July 17<sup>th</sup>, 2019. **Finalists will be responsible for their own travel expenses including airfare and hotel to TOTC.** This competition will be broken up into two segments - east and west - with 1 winner from each going on to Martinique for the global final in 2020.



## WORLD FINAL

All finalists from around the world will be known by January 1<sup>st</sup> 2018. The global finalists will travel to Martinique from March 9<sup>th</sup> to 13<sup>th</sup>, 2020, and will experience a 5-day trip of a lifetime to dive deep into the world of Rhum Agricole and to represent their country at the Clément Ti'Punch Cup World Final 2020 at Habitation Clément.

