

# Ti’Punch Cup Clément 2020

## The Rules Switzerland

### Phase 1 - registration:

25 April – 23 June

Register online: <https://tipunchcup.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.

The competition is open only to professional bartenders of legal age, currently residing and working at a bar in Switzerland. 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 following dates – Swiss Final 1 July 2019 in Bern / European Final 4 November 2019 at Athens Bar Show –, and for the entire length of the World Final trip from 9-13 March 2020.

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:

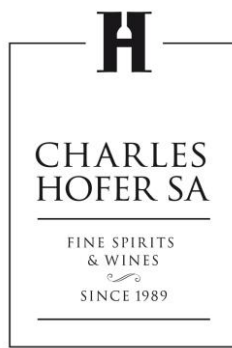
A minimum of 30ml of any of the following Rhum Clément must be used:

- Clément White Rhum Agricole 40°
- Clément Canne Bleue (not Millésimé)
- Clément Rhum Ambré
- Clément Select Barrel
- Clément VSOP

2. Lime or any citrus ingredient

3. Sugar or any sweetener

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

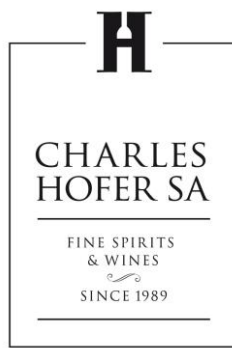


#### Ingredient specifications:

- 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 other 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.



## **Phase 1 – Swiss Final:**

1 July 2019 Swiss final in Bern – Top 30 registrations will be invited by 25 June 2019

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.

Swiss final will be judged by 3 jurors based on:

- 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%)

Top 5 from Swiss final will enter Phase 2

## **Phase 2 – Swiss Selection for European Final:**

2 July 2019 – 15 September 2019

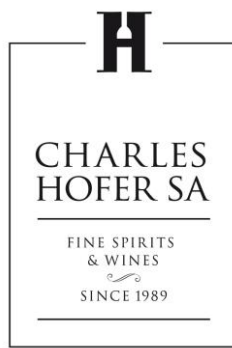
Top 5 Swiss finalists will receive:

- POS Material chosen from catalogue in value of CHF 150.-
- Special Clément promotion: 2 bottles bought = 1 bottle free (among the range allowed for Ti’Punch according to phase 1) for the duration of Phase 2

Top 5 Swiss finalists will be judged on:

### **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 day/week/month”
  - Etc.
- Creativity is highly recommended!!



## SOCIAL MEDIA CAMPAIGN

- Posts and Stories on social media using the mention @rhumclement and @CharlesHoferSA as well as the hashtags #tipunchcup, #rhumclement, #tipunchcupswiss and #charleshofersa
- Promotional videos uploaded online
- Etc.

Judging will be done based on available data & visits to the bar by Rhum Clément and Charles Hofer SA representatives. Both scores from the Swiss Final (70%) and the Activation Phase 2 (30%) will be added to establish one ranking per region.

The Top 10 scores (maximum of two participants per country, no minimum) from Europe region 2 (Austria, Belgium, Germany, Greece, Ireland, Luxembourg, Sweden, Switzerland, United Kingdom) will enter the European Finale at Athens Bar Show. Will be communicated in September.

### **Phase 3 - European Final:**

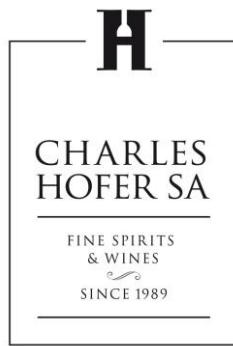
4 November 2019 – European Final at Athens Bar Show

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%)

The Top 2 from Europe region 2 final will win a trip to Martinique for the world finale.

#### **Phase 4 – World Final in Martinique:**

9 – 13 March 2020

The Top 10 winning bartenders (4 Europe / 2 USA / 2 Asia / 2 Caribbean) are invited to Martinique to compete to the World Final at Habitation Clément.

Winner gets “Ti Punch 2020 Global World Champion” Title.