

MeMento

aromatic non alcoholic blend



LESS ⁻
is
₊ MORE

NON-ALCOHOLIC COMPETITION

2023

MeMento - LESS is MORE + COCKTAILS COMPETITION

PRE-SELECTION ROUND

22nd November 2022 – 14th January 2023

www.mementodrink.com/contest

MeMento - LESS is MORE + competition is open to adult Bartenders from all over the world.

The competition category will be:

- **No alcohol cocktails**: mixtures made up 5 or less ingredients with 0.00 % ABV (alcohol by volume)

All bartenders can send their recipes for a first pre-selection screening from 22nd November to 20th December 2022 by filling out the form on the website www.mementodrink.com/contest.

The judges will evaluate and select the best 8 recipes which will be published on the website www.mementodrink.com/contest.

Through an online survey published on the website www.mementodrink.com/contest between 27th December and 13th January 2023 the best 4 recipes will be selected for the final competition in Milan, on 30th January 2023.

RULES AND GUIDELINES:

- ✚ There is a limit of 1 entry per person.
- ✚ Competitors will specify an original name¹ for their cocktail
- ✚ All recipes will be expressed in cl (centiliters) with drops being the smallest quantities.
- ✚ The minimum amount of MeMento, MeMento Green or MeMento Blue in each mixture will be 5 cl.
For the recipe can be used alternatively MeMento, MeMento Green or MeMento Blue
- ✚ Bartending and mixology techniques are open (shake & strain, build, muddle, etc.)
- ✚ Each bartender can use no more than one home-made ingredient: it will be labeled and its recipe will be clearly shown.
- ✚ Food-drink pairing is admitted.
- ✚ Garnishes are admitted and they won't be counted as ingredients.
- ✚ Tobacco and any type of drug or psychotropic ingredients are prohibited.

TIMING:

- ✚ 22nd November – 20th December 2022 : recipes submission on www.mementodrink.com/contest
- ✚ 27th December – 13th January 2023: online survey and evaluation
- ✚ 14th January 2023 : communication to finalists

¹The committee has the rights to reject all names that are considered offensive, immoral, associated to illicit drugs, sex or sexual success, or religions

HOW TO PARTICIPATE:

Competitors must create an original signature MeMento cocktail and submit the information to the online entry portal (www.mementodrink.com/contest) before the closing date.

The information will include:

- ✚ Cocktail name
- ✚ Cocktail ingredients list
- ✚ Glass type
- ✚ Cocktail preparation methodology
- ✚ Special or home-made preparation method
- ✚ A photograph of the cocktail
- ✚ A claim about the topic of the competition LESS - IS MORE + is needed
- ✚ Cocktail Recipe including Nutritional Facts and Allergies and Intolerances info
- ✚ Agreement to accept the terms and conditions of the competition

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THE FINAL

MILANO (ITALY), 30TH January 2023

Octavius Bar at The Stage Milano

After the pre-selection stage, the best 4 recipes will be selected for the final stage on the contest in Milan, Italy. The finalists will be informed by the committee via e-mail at an opportune time.

TIMING:

- ✚ 01.30pm: candidates will arrive at Octavius Bar at the Stage, Milano, piazza Gae Aulenti, 4
- ✚ 02.00pm: the competition starts
- ✚ 03.30pm: super-finalists will be proclaimed
- ✚ 04.00pm: the super-final starts
- ✚ 05.30pm: ...and the winner is.... Prize-giving ceremony
- ✚ 06.00pm: final cocktail party

FINAL ROUND RULES AND GUIDELINES

- ✚ Each candidate will have 8 minutes to prepare two servings of his signature cocktail while describing it in front of the judges.
- ✚ Each candidate will have 12 minutes to prepare garnishes and sides in the back office right before the beginning of his turn, and 3 more minutes at the bar station in front of the judges.
- ✚ The signature cocktail will be strictly identical to the recipe selected for the final.
- ✚ All ingredients, tools, and glasses employed during the final have to be provided by the candidate.

The two best cocktails will be selected by the judges for participating at the super-final round of the competition. The commission will provide a “mystery box” that contains some secret ingredients: they will inspire the super-final competitors to develop their mixology innovative idea linked to the topic LESS – is MORE +.

SUPER-FINAL ROUND: RULES AND GUIDELINES

- ✚ Each candidate will have 8 minutes to prepare two servings of a new cocktail while describing it in front of the judges
- ✚ Each candidate will have 12 minutes to prepare garnishes and sides in the back office right before the beginning of his turn, and 3 more minutes at the bar station in front of the judges.
- ✚ Each candidate will use all or some of the ingredients provided by the commission in the “mystery box”. No other ingredient will be permitted.
- ✚ Tools² employed during the super-final have to be provided by the candidate.

²The Committee will provide advanced mixology equipment as smoker machines, juice extractor. Check with the competition secretariat the complete list.

EVALUATION CRITERIA:

INNOVATION RATINGS (25%)

Original idea
Bartending and mixology techniques
Visual appeal

COCKTAIL EVALUATION (25%)

Balance
Taste
Mouthfeel and finish
Aroma
Visual appeal

RECIPE FEATURES EVALUATION (25%)

Repeatability
Relevancy
Nutritional Facts
Attention to Allergies and Intolerances

SUSTAINABILITY (25%)

Use of Km0 ingredients
Circularity of the Solution
Waste Recovery

Judges will also evaluate the standing and interpersonal skills of the candidates.

TIME PENALTY: a -2% point time penalty is applied for each minute overtime

PRIZE:

The winner will be included in MeMento team at Berlin Bar Convent 2023 (Berlin, Germany, 09th-11th October 2023) as house Bartender and will be able to show his cocktail recipe during the marketplace. The prize includes flight to and from Berlin in economy class, 2 nights accommodation and entrance to the marketplace³

All finalists will receive a participation diploma and a MeMento branded bartools.

³ The prize do not include: transfer from airport to marketplace and back, insurance, visa and everything not listed in "the prize includes".