



**WORLD CLASS**

*GB.*

2024





# WHAT IS WORLD CLASS?

World Class is an incredible opportunity to meet new friends, learn new skills, showcase your talent on a national stage AND become part of a cocktail-loving culture that spans the globe!

Will this be the first step on your journey to becoming the world's best bartender?



# COMPETITION STAGES

<p><b>JAN ENTRY PHASE</b></p>	<p><b>ENTRY CHALLENGES RELEASED JAN 2ND - JAN 31ST</b></p> <p>Select from either of the entry challenges, No.TEN or The Singleton - or if you want to push yourself why not enter both?</p>
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## FEB - TOP 100 ANNOUNCEMENT

<p><b>MARCH - APR IN BAR</b></p>	<p><b>WORLD CLASS COCKTAIL FESTIVAL</b></p> <p><b>MARCH 9<sup>TH</sup> – APRIL 30<sup>TH</sup></b></p> <p>The Top 100 will enter the second phase of judging where they will be tasked to create a World Class Cocktail Festival menu consisting of three drinks: No.TEN, The Singleton and Seedlip. Judges will visit the bar during service over the six weeks to judge their drinks, experiences and hospitality.</p>
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## MAY - FINALISTS ANNOUNCED

<p><b>JUNE GB FINALS</b></p>	<p>The Top 20 will be invited to compete in the GB final over <b>June 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> 2024.</b></p>
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## SEPT – GLOBAL FINALS SHANGHAI

WORLD CLASS

GB

JAN 10TH – PASSING FANCIES,  
BIRMINGHAM

JAN 17TH – KELVINGROVE CAFÉ,  
GLASGOW

JAN 24TH – THE IVY CLUB - LOFT,  
LONDON

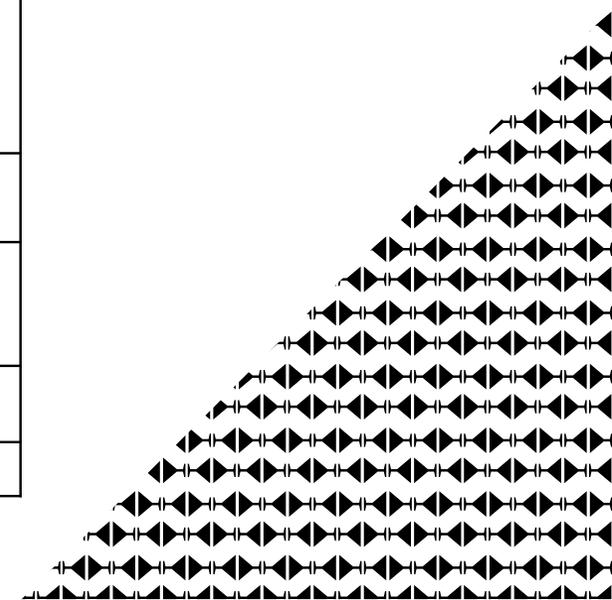


# RECRUITMENT ROADSHOW

The World Class Roadshow is BACK!

The purpose of the roadshow is to learn HOW to enter World Class GB. Alongside previous winner Matt Arnold, we will break down the entry challenges for 2024, and provide plenty of time for an inspiring Q&A with Matt!

<b>12.00</b>	Arrival & Seedlip Welcome Drink
<b>12:00- 12:30</b>	Welcome & Introduction to World Class and the day's events (10mins) Seedlip Icebreaker (20mins)
<b>12:30-1:45pm</b>	Singleton Brand Passion (10mins) <ul style="list-style-type: none"><li>• The Singleton Challenge Brief: Creativity, inspiration and how to approach a brief (mini sample)</li><li>• Tips &amp; Tricks</li></ul> No.TEN Brand Passion (10mins) <ul style="list-style-type: none"><li>• No.TEN Challenge Brief : Creativity, inspiration and how to approach a brief (mini sample)</li><li>• Top Tips &amp; Tricks</li></ul>
<b>1:45pm - 2:15pm</b>	Lunch
<b>2:15 – 2:45pm</b>	Q&A with Matt : What happened across your World Class journey? What was it like? What did you learn? What would you do differently? (30mins)
<b>2:45pm-4pm</b>	Diversity, Equity and Inclusion workshop.
<b>4pm</b>	Wrap up, closing words (5-10mins) >>> drinks!





## ENTRY CHALLENGES

To be a part of this year's World Class Cocktail Competition, you will need to design one cocktail based around either The Singleton or No.TEN, two delicious spirits from the Diageo Reserve Brand portfolio.

Entry challenges will be anonymously paper judged. If you successfully make it into the Top 100, you will be asked to share these on your menu to be a part of the very first World Class Cocktail Festival in GB!

Whilst you only need to submit one cocktail, each cocktail will be counted as an individual entry – so enter both and double your chances!

If you make it to the Top 100 you will need to have a drink for both challenges, so why not make a head start now!



# 1 Tanqueray NO. TEN

## FIRST IMPRESSIONS

CREATE THE PERFECT NO.TEN WELCOME DRINK TO SHOWCASE YOUR BAR'S SIGNATURE STYLE

# 2 THE SINGLETON™

## THE SPIRIT OF THE SINGLETON

CREATE A SERVE THAT HIGHLIGHTS THE FLAVOURS OF THE SINGLETON AND REPRESENTS YOUR PERSONAL STYLE AS A BARTENDER



# THE SPIRIT OF THE SINGLETON

The Singleton is an aspirational invitation to single malt whisky! With a fruit forward, nutty and rich profile, we craft our whisky in the heart of Speyside; to be enjoyable from the very first sip!

This challenge asks you to showcase the flavours of The Singleton, create memorable moments for guests whilst representing your career and personality in the form of a drink.

## CHALLENGE BRIEF

You are required to create a whisky cocktail that serves three purposes: show off the multiple flavours within The Singleton, immerses your guest into the moment and showcases your personal style and story in a glass.

The cocktail should give us insights into who you are as a bartender. This could include elements that highlight your heritage, your influences, or your philosophy on cocktail making, all with The Singleton of Dufftown 12yr at the heart.

“ CREATE A COCKTAIL THAT SHOWCASES :

1. THE FLAVOURS WITHIN THE SINGLETON WHISKY
2. AN EXPERIENCE THAT IMMERSSES YOUR GUEST INTO THE MOMENT
3. YOUR PERSONALITY AND STYLE AS A BARTENDER

”



# THE SPIRIT OF THE SINGLETON

## CHALLENGE RULES

- You must use a minimum of 35ml of The Singleton of Dufftown 12yr in your drink
- The choice of ice, serving style and glassware is entirely up to you
- Your ingredients should highlight the flavors within The Singleton of Dufftown 12yr
- Consider how your serve represents your bartending style and the experience for your guest
- There is no limit on how many homemade ingredients you may use
- The drink should be suitable to go on your menu should you make it through to the Top 100

## SUPPORTING PARAGRAPH

- Why is this the perfect representation of you?
- What part does The Singleton play in your cocktail?
- How have you considered the guest experience in your cocktail?
- Your entry cocktail will be anonymously paper judged, please explain the guest experience and how your serve represents you in your supporting paragraph, this will be judged in person if you progress to the Top 100!



# SCORING

## TASTE AND APPEARANCE

- How tasty is the drink? Is it balanced?
- How well do the ingredients work well together? Does The Singleton shine? Would you order a second one?



40  
POINTS

## EXPERIENCE

- How good does the drink look?
- Does the garnish & glassware suit the serve?
- Is the bartender's technique clean & precise?



30  
POINTS

## STORY

- Does the drink showcase the bartender's personality?
- Has the bartender considered the guest experience?



15  
POINTS

## KNOWLEDGE

- Has the bartender displayed knowledge of The Singleton in their description of the drink, style of drink and ingredients used?



15  
POINTS

**TOTAL**  
100 POINTS

# FIRST IMPRESSIONS

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No.TEN began as an exploration to rewrite the rules of Gin in pursuit of the perfect classic cocktail.

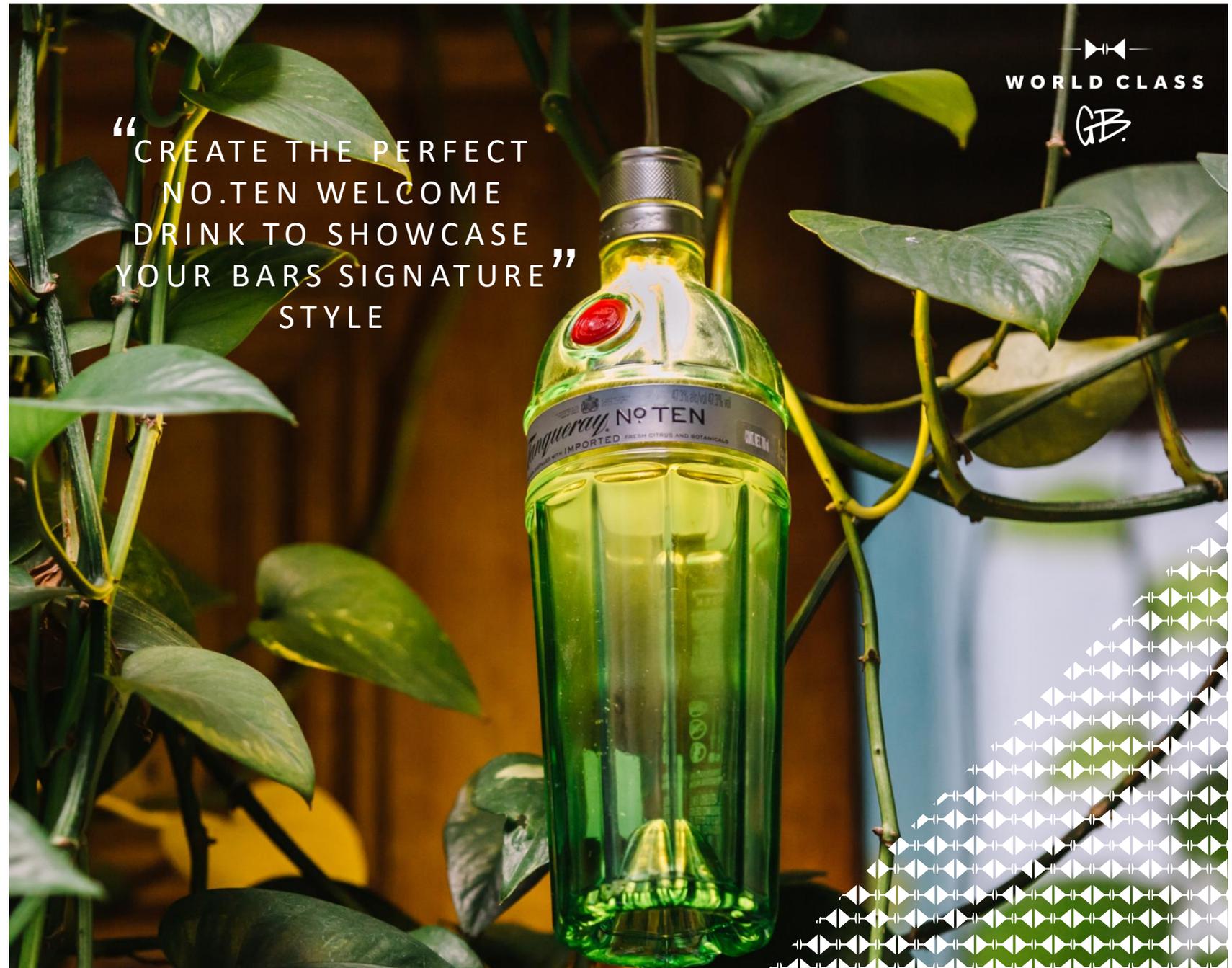
This masterpiece took over three years to create, starting with the four classic botanicals of Tanqueray London Dry and elevated to a TEN by the addition of fresh whole lime, fresh whole orange, fresh whole white grapefruit and chamomile flowers.

Resulting in a bright and welcoming Gin, to be enjoyed around the world.

# CHALLENGE BRIEF

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We're challenging you to create the perfect No.TEN welcome drink to showcase the signature style of your bar. The first sip of an evening, with an experience elevated to a TEN – remember first impressions really DO count!



“CREATE THE PERFECT  
NO.TEN WELCOME  
DRINK TO SHOWCASE  
YOUR BARS SIGNATURE  
STYLE”

WORLD CLASS  
GB.

# FIRST IMPRESSIONS

## CHALLENGE RULES

- You must use a minimum of 25ml of No. TEN in your Welcome drink.
- The choice of ice, serving style and glassware is entirely up to you
- Your ingredients should complement the citrus heart of No. TEN.
- Consider how you serve and the service style will welcome the judges to your bar.
- There is no limit on how many homemade ingredients you may use.
- The drink should be suitable to go on your menu should you make it through to the Top 100.

## SUPPORTING PARAGRAPH

- Why is this the perfect welcome to your bar?
- What part does No. TEN play in the cocktail?
- How have you elevated the drink to a TEN?
- Your entry cocktail will be anonymously paper judged, please explain how your serve welcomes guests to your bar and how you have elevated it to a TEN in your supporting paragraph. This will be judged in person if you progress to the Top 100!



# SCORING

## TASTE AND APPEARANCE



40

POINTS

- How tasty is the drink? Is it balanced?
- How well do the ingredients work well together? Does the No.TEN shine?
- Would you order a second one?

## EXPERIENCE



30

POINTS

- How good does the drink look?
- Does the garnish & glassware suit the serve?
- Is the bartender's technique clean & precise?

## STORY



15

POINTS

- Does the drink showcase the Ethos of the bar?
- Is it a memorable welcome drink?

## KNOWLEDGE



15

POINTS

- Has the bartender displayed knowledge of No.TEN in their description of the drink, style of drink and ingredients used?

TOTAL

100POINTS



PLEASE SUBMIT YOUR SERVE  
VIA THIS LINK :

<https://www.diageobaracademy.com/en-zz/home/worldclassgb2024>

Please note - This link will only be live from  
the 12th of Jan.

ENTRIES CLOSE  
23:59 GMT 30<sup>th</sup> January 2024



# TO SUBMIT

## YOU WILL NEED TO SUBMIT :

- Cocktail name, recipe & method
- Menu description (50 words max)
- Supporting paragraph (250 words max explaining the story or inspiration behind your serve)
- 1 x cocktail image with the bottle
- 1 x cocktail image with the bottle and you!
- Please read the full T&C document and Example Winners contract available on Diageo Bar Academy entry portal.
- Please note that the GB Winner must hold a valid, in date passport and have eligibility for a visa to travel to China for the Global Finals. (<https://www.gov.uk/foreign-travel-advice/china/entry-requirements>)



WORLD CLASS  
COCKTAIL FESTIVAL  
GB.

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## WHAT IS THE WORLD CLASS COCKTAIL FESTIVAL?

This year we will be celebrating the Top 100 bartenders and their bars in the very first World Class Cocktail Festival in GB!

## DATES : 9TH MARCH – 30TH APRIL

We will have ONE HUNDRED venues taking part across the country who will be supported with media investment and influential trade partners to drive footfall into venues during the festival.

## WHY SHOULD YOU TAKE PART?

- Showcase your style and personality during the first world class cocktail festival in GB.
- Each bartender will receive a suite of digital and physical assets celebrating them for making it into the Top 100.
- Meet & network with industry professionals.
- Be in with a chance to make it through to the GB Final and go on to represent GB in Shanghai in 2024!



WORLD CLASS  
COCKTAIL FESTIVAL  
GB

## WHY SHOULD YOU TAKE PART?

- Showcase your style and personality during the first world class cocktail festival in GB.
- Each bartender will receive a suite of digital and physical assets as recognition for making it into the Top 100.
- Meet & network with industry professionals.
- Be in with a chance to make it through to the final and represent GB in Shanghai in 2024.

## WILL IT BENEFIT MY BAR?

World Class will be providing Media support during the festival to drive footfall into your venues with partners such as:

- A paid media partner such as Time Out with sponsored editorial and social posts, driving consumers to your bar.
- Industry trailblazers and previous GB winners Erik Lorincz (Kwānt bar) & Matt Arnold (Passing Fancies.)
- Editorial partners including The Cocktail Lovers and key drinks industry and lifestyle titles.
- Each venue will also receive a suite of digital and physical assets to show they are part of the festival, including menu templates (should you wish to use them.)



  
WORLD CLASS  
COCKTAIL FESTIVAL  
GB

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## WHAT DO I NEED TO DO?

PUT THE FOLLOWING DRINKS ON MENU BETWEEN THE 9<sup>TH</sup> MARCH – 30<sup>TH</sup> April

- 1 x First Impressions with No.TEN
- 1 x The Spirit of The Singleton with The Singleton 12YO
- 1 x Drink Interesting with Seedlip (Challenge brief will be given to TOP 100 only)

## HOW WILL THIS BE JUDGED

Judges will come to visit your bar during service, we will tell you the exact day of our visit to judge your menu, taste your drinks, and meet you and your team.

You will need to upskill your entire team across the three-drink menu, so that you are happy that everyone will represent you as well as you would yourself.

We can't wait to see how you show off the art of hospitality and create unforgettable cocktail experiences in your bars.

