



WORLD CLASS

WORLD CLASS
BARTENDER
OF THE YEAR

2024

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WORLD CLASS

WELCOME

World Class is a global bartending competition, the biggest and most prestigious of its kind. Each year, World Class Australia looks to champion bartenders of all skillsets and abilities, each with their own unique creative approach and exceptional talent. Whether you are returning to the competition or trying your hand for the first time, we cannot wait to welcome you to the World Class Community.

As we enter our fifteenth year of World Class, it is phenomenal to look at the impact that this platform has had on the lives and careers of hundreds of thousands of bartenders worldwide. The unique brand of hospitality that Australia brings has seen our greater World Class Community excel year after year.

In 2024, we are providing more access to education than ever before. You'll have the opportunity to be mentored by World Class Alumni and learn from some of the most creative minds in the business. In this toolkit, you'll find direct access to resources that will help you succeed at every step of the journey.

We want you to be inspired to showcase your own unique approach to hospitality and create unforgettable drinks experiences. After a series of creative challenges, we'll be crowning our Australian World Class Champion for 2024, who will go on to join the long line of exceptional talent - from Adi Ruiz, our first Champion, through to Eduardo Conde, our latest.

We cannot wait to see how you innovate, create and connect across World Class this year. Remember, it only takes one drink to change your life.

Kate McGraw, World Class Brand Ambassador, Australia



HOW TO ENTER

01

LAUNCH

Tune into the World Class Australia Entry Challenge Launch, and make sure you're following the Diageo Brand Ambassador team, Boothby and are registered to the Diageo Bar Academy Newsletter for important updates and announcements. **Entries are open from February 19th.**

02

FEBRUARY 12TH - MARCH 10TH

Ensure you join the Zoom drop-in sessions with our team of mentors, reach out to your local Diageo Brand Ambassador and lean on your learning plans as you're developing your entries!

03

SUBMISSIONS

The first round will be submitted online via the Diageo Bar Academy Website. The portal opens for Round One on the 12th of February and will close for judging on the 10th of March at midnight (your local time). Please make sure you've answered all sections and included all necessary files.



TIMELINE





WORLD CLASS

ENTRY CHALLENGE





ENTRY ROUND

PAST, PRESENT, FUTURE.

Cocktail culture is ever evolving - so are the bars that the world's best drinks are served in. Using your selected Diageo Reserve Brand, we want you to transport us to a bar of the past, the bar of your present or the bar of the future.

Your serve must be grounded in the traditions and/or innovations of your chosen Diageo Reserve Brand and you **must** transport us to your chosen bar - real or imagined. You can do this through your storytelling, your use of technique and/or the way you choose to present your serve.

CHALLENGE BRIEF

Create a cocktail that transports us to a bar, real or imagined, from the past, present or future. Your serve must highlight your chosen Diageo Reserve Brand. You may connect your cocktail to the theme in any way you choose.

Your cocktail must contain a minimum of 30ml of your chosen Diageo Reserve Brand and must not exceed 2 standard drinks.



PAST, PRESENT, FUTURE.

MASTERCLASS

CRAFTING WORLD CLASS COCKTAILS



Get insider tips and advice from World Class winners Kaitlyn Stewart and Adrián Michalčík on how to craft competition-worthy cocktails that will keep your customers coming back.

MASTERCLASS

COMPLETE GUIDE TO LOW AND NO



Learn all there is to know about low and non-alcoholic drinks, with advice on how to add exciting low-alcoholic choices to your menu in this Masterclass with Ben Branson, founder of Seedlip Drinks, and World Class Winner James Grant.

MASTERCLASS

THE KETEL ONE EXPERIENCE



In this webinar, Dennis Tamse and Bob Nolet of Ketel One Vodka, and World Class Winner Kaitlyn Stewart share everything about Ketel One Vodka, including its history, production process, and how to make great cocktails.

MASTERCLASS

SAVOUR THE FLAVOUR



In this workshop, Lynnette Marrero discusses different drinks that can impress your guests and shares how to make amazing cocktails using scotch, gin, and tequila.



ADDITIONAL RESOURCES

BRAND RESOURCES

[CLICK HERE!](#)

GIN 101 with Lidiyanah Keller, Head Bartender at Atlas; Denaya Jones-Reid from the Wine and Spirit Education Trust Association (WSET)

[CLICK HERE!](#)

EXPERT'S GUIDE TO RUM TASTING & MIXING WITH Ian Burrell, Award-winning EduTainer; Sly Augustin, Managing Director of Trailer Happiness rum-bar.

OTHER RESOURCES

[A GUIDE TO COCKTAIL CLARIFICATION](#)

[HOW TO MAKE SYRUPS AND CORDIALS FOR YOUR COCKTAILS](#)

[A GUIDE TO CARBONATION IN COCKTAILS](#)

[THE ART OF SOUS VIDE](#)

[STRETCHING OUT CLASSIC COCKTAILS & FLAVOURS](#)

[DISCOVERING FAT WASHING](#)

[UNDERSTANDING FERMENTATION](#)

[USING ACIDS IN COCKTAILS](#)



PAST, PRESENT, FUTURE.

JUDGING CRITERIA

Storytelling (40)

How effectively does the serve transport us to a bar of the past, present or future?

How well has the storytelling been grounded in the traditions or innovations of the chosen Diageo Reserve Brand?

How evocative is the interpretation of the brief?

Is the concept explained well throughout the entry?

Cocktail Creation (40)

How much does the cocktail showcase the iconic flavour of the chosen Diageo Reserve Brand?

Does the cocktail display an appropriate balance of ingredients?

Does the garnish enhance the visual or aromatic appeal of the cocktail?

How appropriate is the vessel to showcase the serve?

Extra Touches (20)

Does the serve demonstrate World Class Technique?

How well does the photo showcase the serve?

RULES

1. The cocktail must contain a minimum of 30ml of a selected Diageo Reserve Brand
2. The cocktail must not exceed two standard drinks.
3. The entry must answer the challenge brief.
4. Precise recipe and method of production must be provided with all entries.
5. Entries must be submitted on the Diageo Bar Academy website by the 10th of March.
6. Drinks are not required to be available for sale in participating venues.
7. The entry round is judged anonymously on paper.
8. Competitors may hero **one** of the following Diageo Reserve Brands:
Ketel One Vodka, Ciroc Vodka, Tanqueray London Dry Gin, Tanqueray No. Ten Gin, Aviation American Gin, Ron Zacapa Centenario 23, Roe & Coe Irish Whiskey, Bulleit Bourbon, Bulleit Rye, Mr Black Coffee Liqueur, Seedlip Garden 108, Seedlip Spice 94, Seedlip Grove 42.






WORLD CLASS

TOP 100 INVITATIONAL





TOP 100 INVITATIONAL

LOCAL FLAVOUR

Don Julio Gonzales was dedicated to his land, his people, his craft and his spirit; these four pillars inspiring him to pioneer Luxury Tequila in Mexico. In the same way, bartenders across the world have drawn on the bounty of their local communities to become innovators in cocktail culture.

In this challenge, we want you to take inspiration from a classic Tequila cocktail to craft an innovative serve that speaks to your local flavour. We want to see your inspiration, serve and concept communicated on social media as well as in the drink itself.

CHALLENGE BRIEF

Create a cocktail that is inspired from a classic Tequila serve that highlights or showcases your local flavour. You must harness the power of social media to tell the story of your serve.

Your cocktail must contain a minimum of 30ml of your chosen Don Julio product and must not exceed 2 standard drinks.



WORLD CLASS

ADDITIONAL RESOURCES

BRAND RESOURCES

[CLICK HERE!](#)

TASTING TEQUILA WITH THE EXPERTS
with Liam Scandrett of WSET, Karina Sanchez, the Global Don Julio Brand Ambassador and Eduardo Gomez, tequila and mezcal expert and founder of Tequila Fest.

[CLICK HERE!](#)

HOW TO ENGAGE WITH YOUR CUSTOMERS ONLINE with Lauren Mote, Gemma Duff and two time World Class Global Finalist Julian Short.

OTHER RESOURCES

[THE FUTURE OF DRINKS](#)

[HOME GROWN INGREDIENTS AND FLAVOURS](#)

[DELIVERING GREAT HOSPITALITY](#)

[ESSENTIAL BAR SKILLS: COMMUNICATION](#)

[CREATING UNIQUE BAR EXPERIENCES](#)

[MAKING STAND OUT COCKTAILS WITH LOCAL INGREDIENTS](#)

[2024'S TOP BAR TRENDS](#)

[CREATE A SHOW STOPPING SIGNATURE SERVE](#)

LOCAL FLAVOUR.

JUDGING CRITERIA

Social Media (40)	How creatively has the bartender identified their chosen classic cocktail and their interpretation of 'local flavour'?
	How well has the concept integrated the history, innovation or culture of Don Julio Tequila?
	How evocative is the interpretation of the brief?
	Is the concept and serve well explained?
Live Judging (40)	How well does the cocktail showcase the iconic flavour of the chosen Diageo Reserve Brand?
	Does the cocktail display an appropriate balance of ingredients?
	Does the garnish enhance the visual and aromatic appeal of the cocktail?
	How effectively has the cocktail been executed?
Extra Touches (20)	Has the bartender demonstrated exceptional hospitality and communication across social media and live judging?
	How visually appealing is the serve?

RULES

1. The cocktail must contain a minimum of 30ml of a selected Don Julio product.
2. The cocktail must not exceed two standard drinks.
3. The entry must answer the challenge brief.
4. Precise recipe and method of production must be provided with all entries.
5. Entries must be submitted on the Top 100 portal by the 8th of April.
6. Drinks are not required to be available for sale in participating venues but **must** be available for live judging. Competitors will be offered two alternate times for judging. Should the competitor be unavailable, the cocktail may be served by another person in the venue.
7. The top 100 round is judged on social media (instagram) and live in venue. Only public social media accounts may be judged.
8. Competitors may hero **one** of the following Don Julio Tequilas:
Don Julio Blanco, Don Julio Reposado, Don Julio Anejo, Don Julio 1942





WORLD CLASS

NATIONAL FINALS

This year, the **Top Six** bartenders around the country will go head to head in a series of challenges to ultimately crown Australia's World Class Champion for 2024.

The World Class Australia National Finals will take place on the 26th - 28th of May, 2024 and will be hosted in Sydney.

More information to follow.

PRIZES ACROSS THE COMPETITION

ENTRY ROUND

Early Bird Prize

The first ten bartenders to enter World Class Australia 2024 will win a bottle of the spirit that they entered with (one per bartender).

Most Captivating Photo showcased on Social Media
\$100 cash prize

Most Captivating Video/Reel showcased on Social Media
\$100 cash prize

TOP 100

Best Newcomer

\$300 cash prize

Social Media Winner
\$300 cash prize

Social Media Runners Up
2x \$150 cash prize

All Top 100 finalists will be invited to the World Class National Finals*

*Interstate travel will be at the expense of the bartender and not World Class

NATIONAL FINALS

Australian Champion

Wins an all expenses paid trip to World Class Global Finals in Shanghai, China; including accomodation, flights, meals and other expenses. They will win a mentorship package that includes coaching from Orlando Marzo and Eduardo Conde to aid their preparation for World Class Global finals.

Challenge Winners

Challenge Winners at National finals will receive a trophy that will be presented on the awards night.

Bartender's Choice

The six National Finalists will vote anonymously for the competitor who has showcased the spirit of World Class throughout the National Finals.





WORLD CLASS

Kate McGraw (AUS)

@katelikescocktails - kate@sweetandchilli.com.au

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DrinkWise.