



WORLD CLASS

WORLD CLASS COMPTETION 2025

Challenge Brief
NORDICS



WORLD CLASS

WORLD CLASS IS THE LARGEST AND MOST RESPECTED
BARTENDING COMPETITION IN THE INDUSTRY

COMPETITION REPUTATION
AND IMPACT OF THE
GLOBAL FINAL



400,000 BARTENDERS
TRAINED VIA WORLD CLASS
SINCE LAUNCH IN 2009



INTRODUCTION

WORLD CLASS IS:

The gold standard of bartending, and we are all custodians of that reputation.

It is the go-to source for bartenders looking to learn about advanced trends, techniques and industry insights.

The global World Class program has over the years seen some of the world's finest talents compete and helped them build on their extraordinary bartending skills; our hope is that you will be next!

WHAT WORLD CLASS CONSISTS OF:

1. World Class Community
 - The World Class community connects, builds and nurtures relationships and championing social sustainability amongst the industry throughout the whole year
2. World Class Education
 - The source for bartenders looking to learn about advanced trends and techniques
3. World Class Competition
 - The world's largest and most respected bartending competition, run in 55+ countries every year



COMPETITION

THE PLAN

FROM THE ENTRY CHALLENGE TO THE GLOBAL FINALS

ENTRY PHASE		TOP 8 Announcement	SEMI FINAL		
Registration opens: January 14th 2025 and closes: February 28th 2025	Challenge: Johnnie Walker Black Label Virtual vs. Reality	Date: March 5th 2025	Mid to End April 2025 depending on country	Semi Final (national finals) Compete against the Top 8 from your country in the semi-finals in your country.	Top 3 of each country will be qualified, participating in the Northern Europe final.
NORTHERN EUROPE FINAL			GLOBAL FINAL		
Top 3 of each country will be competing against each other at the Northern Europe final in Berlin, Germany.	We will crown our country winners competing at the Global Final.	Dates: June 15th – 18th 2025	Dates: September 2025 in Toronto, Canada	Compete against the best bartenders in the world, while judged by bar legends from some of the Worlds most iconic bars.	Get connected with famous faces and bartenders from the global bar scene.



JOHNNIE WALKER BLACK LABEL

VIRTUAL // REALITY

Johnnie Walker Black Label, with carte blanche.

The era of content is here. There has never been more drinks content being created than today, but only the best drinks have both style and substance.

In this challenge you will explore the exciting territories of untrodden paths, creatively bringing Johnnie Walker Black Label into new territories of flavour and style of presentation.

Create a delicious, content-worthy, Johnnie Walker Black Label cocktail that is both truly inspirational for the digital-explorer and delicious to drink!

Unleash your creativity, both in the virtual world and in the real one!

NB: No Social Media posts required to participate, we are only asking you to create the content!



JOHNNIE WALKER

BLACK LABEL

CHALLENGE RULES

- You must use a minimum of 30ml of Johnnie Walker Black Label in your serve
- The choice of ice, serving style and glassware is entirely up to you
- Your cocktail should be made up of a minimum of three ingredients
- There is no limit on how many homemade ingredients you may use

SUPPORTING PARAGRAPHS SHOULD ANSWER

- What is your inspiration for your cocktail?
- How does your serve take Johnnie Walker Black Label into new cocktail territories?
- What is your consideration in terms of making your serve captivating for the most social content?
- In what way are your cocktails inspiring to both bartenders and cocktail lovers?
- Supporting paragraph (250 words max)

ENTRY REQUIREMENTS

- **You will need to submit the following:**
- Cocktail Name, Recipe & Method
- 1 min video supporting your entry (can be extra info on cocktail, cocktail video content, you making the drinks, etc.)
- Menu Description (50 words max)
- Supporting paragraph (250 words max)
- 1 x cocktail image
- 1x cocktail image with the bottle
- 1 x cocktail image with the bottle and you

ON-LINE SCORING (PER JUDGE, PER DRINK)

TASTE APPEAL	Is the drink deliciously balanced and does Johnnie Walker shine? Does the recipe & description sound delicious? Would the description make your guests want to order the cocktail from a menu? Does the drink sound balanced by description?	35 POINTS
APPEARANCE	Is the serve beautiful and will it make great digital content? How inviting does the drink appear? Does the garnish & glassware suit the serve? Would the drink by mere appearance make you want to order it simply by seeing it in a bar?	30 POINTS
NEW TERRITORIES	Does the cocktail challenge convention and explore new territories of the cocktail world? Have you pushed the boundaries of innovation both in flavor and serve?	20 POINTS
INSPIRATIONAL	Do all the elements come together to create a truly inspirational serve? How well have you been able to communicate your inspirational source in the supporting paragraphs?	15 POINTS
TOTAL		100 POINTS

Please note that for this entry round the drink will be judged on submission alone (paper judging), hence scored on appeal, rather than experienced flavor and balance.

Should your entry cocktail be selected to go through to our national final, please note that your cocktail will be judged on flavor & balance, as well as bartending technique.

World Class Competition

To Submit

Where?

Sign up via the following link:

<https://www.dia.geobaracademy.com/en-zz/home/world-class/world-class-northern-europe>



When?

The registration window for the World Class Competition 2025 is open from the **14th of January until the 28th of February 2025.**

What?

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