

WORLD CLASS GREAT BRITAIN BARTENDER TOOLKIT 2025



WORLD CLASS
GREAT BRITAIN



IT'S TIME TO SHINE



JO LAST
Advocacy Manager

"Welcome to World Class GB 2025! We are excited to have you join this extraordinary community of bartenders as we come together to celebrate 16 years of World Class Cocktail Culture.

This is **YOUR MOMENT** to connect with brilliant minds, hone your skills, and show the world your creativity.

This year, we are taking it up a notch with the second annual World Class Cocktail Festival. Get ready to master new techniques, learn from fellow bartenders, and challenge yourself alongside the industry's best.

Everything you need to get started is right here in this toolkit. This is your guide to pushing **YOUR CRAFT** and career to the next level.

As the Diageo GB's Advocacy team, we can't wait to see what you bring to the bar and help you on your path to becoming **WORLD CLASS GB's Best Bartender 2025.**"

Follow us on Instagram [@worldclassgreatbritain](https://www.instagram.com/worldclassgreatbritain) for live updates during this year's program

"To all the incredible bartenders stepping up to compete this year, I wish you the best on this exciting journey.

Competing at this level is an unforgettable experience, full of challenges, discovery and rewards.

Stay true to your craft, trust your instincts, and don't be afraid to take risks with your creativity.

Remember, it's not just about winning – it's about bringing your unique energy to every pour. **YOUR VICTORY** is about showcasing the very best of what you can do, on your terms.

Cheers to you, make it count! Anyone can make a cocktail, but no one can serve it like you."



DANILO FRIGULTI
World Class GB Winner 2024

THIS IS **YOUR** YEAR

WHAT IS WORLD CLASS ?

World Class celebrates the **GRASSROOTS** of cocktail making and the creative bartenders who are at the heart of the industry.

Since 2009, we've **SPARKED THE IMAGINATIONS** of over 400,000 bartenders across the world, from up-and-coming to established, offering support, training, inspiration and an incredible **COMMUNITY** to connect with.

We also **INSPIRE** guests to dive into cocktail culture, discover its creative energy, and rethink what, where, and how they drink. Most importantly, we show them where to find the **WORLD'S BEST COCKTAILS**.

And we're just getting started.



You've asked for changes, and we've shaken things up for 2025. We're bringing bartenders together to build a future of creativity, partnerships, and innovation that elevates our industry.

NEW PRIZES LIKE NEVER BEFORE

Designed to help you leave your mark.

AN ALL-NEW GB FINAL

Unforgettable experiences and stand out moments that put the Top 10 finalists front and centre.

MORE OPPORTUNITIES TO CONNECT

Meet more industry peers and icons throughout the competition.

IMMERSIVE EXPERIENCE

Join World Class Presents to immerse yourself into the brands that are part of this years competition, learning tricks you can use in your journey.

NEW JUDGING FORMAT

Giving you, the community, a say in who represents GB at the Global Final.

CREATIVE PARTNERSHIPS

Collaborations to expand our community's reach and cement our credibility.

MORE PR INVESTMENT

Driving more footfall to your venue during the World Class Cocktail Festival.

THE 2025 WORLD CLASS GB PROGRAMME IS HERE

WIN A YEAR OF **INCREDIBLE OPPORTUNITIES**: TRAVEL THE WORLD, LEARN FROM THE BEST, AND LAUNCH YOUR CAREER.



DURING THE COMPETITION

- Travel to Toronto in style with a stopover in New York.
- Receive world-class mentoring to prepare for the finals in Toronto.
- Define your style with a personal stylist who will dress you for the Global Finals.
- Capture your journey with a Leica camera and photography workshop.

LAUNCHING YOUR CAREER

- Become a drinks creative in partnership with Diageo GB and their Icon brands.
- Explore the world with all-expenses-paid trips to the homes of our luxury brands.
- Discover the magic of whisky with a Johnnie Walker experience in Edinburgh.
- Taste rare spirits from the Diageo Luxury Portfolio.
- Serve the stars at a London Fashion Week afterparty.
- Join the Global Bartending talent collective and unlock exciting opportunities.

A SPECIAL TWIST

- Enjoy a year of Soho House membership around the world.
- VIP access to top sporting and music events in the UK.

KEY DATES

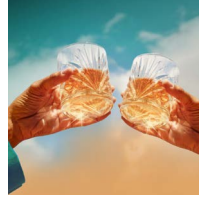
JAN

28
ENTRIES
OPEN



FEB

12–13
CURATED
MOMENTS
The Singleton



28
ENTRIES
CLOSE

MAR

08
IWD AT THE
ROSEWOOD
HOTEL

10
TOP 100
ANNOUNCED

APR

14–27
WORLD
CLASS
COCKTAIL
FESTIVAL



23
DEPTH
IN BLUE
Johnnie Walker
Blue Label



02–28
JUDGING
ROADSHOW
Glasgow (2nd)
London (14th)
Bristol (16th)
Manchester (23rd)
Birmingham (28th)

MAY

01
TOP 10
ANNOUNCED

PALOMARAMA
Don Julio



5–8
JOHNNIE
WALKER
WEEKENDER
Top 10 Exclusive



JUN

16–18
WORLD
CLASS
GREAT
BRITAIN
FINAL

18
WINNER
CROWNED
WCGF Bartender
of the Year 2025



JUL/AUG

ROAD TO
THE GLOBAL
FINALS WITH
EXCLUSIVE
MENTORSHIP
PROGRAMMES

SEPT

WORLD CLASS GLOBAL FINAL 2025 TORONTO



KEY STAGES

Before you submit your entry, please read the competition stages and their associated requirements carefully.

Make sure the decision-maker at your bar approves all the requirements for each stage of the World Class GB competition.

1

Register your details at Diageo Bar Academy to kickstart your World Class journey and receive updates along the way.



2

Create and submit your entry. You can participate in one or both challenges. The top 100 finalists will be selected through a virtual judging process.



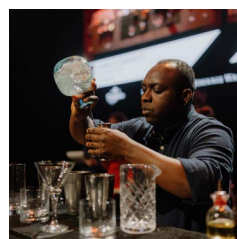
3

The top 100 finalists will each design a World Class Cocktail Festival menu featuring three drinks: The Singleton, Don Julio, & Seedlip.



4

The top 100 finalists will attend the World Class Cocktail Festival Judging Roadshow. At each of the five stops, finalists will present to a panel of judges for 5 minutes to explain why they should represent Great Britain at the Global Final. Judging panels will be located in 5 different cities across the country. After the final showdown, the top 10 finalists will be announced.



5

The top 10 finalists will be invited to an electrifying new final, packed with unique experiences and incredible opportunities to show off their craft. They'll face a panel of global industry icons, each ready to push them to the next level.



6

The top 10 enter a game-changing mentorship programme, learning from past winners and leading figures in the drinks industry. Get ready to connect, innovate, and fuel your creativity.



7

WORLD CLASS GLOBAL FINAL 2025 TORONTO



SENSE THE MOMENT



ENTRY SUBMISSIONS
28.01.25 – 28.02.25

CHALLENGES

To be a part of this year's World Class Cocktail Competition, you will need to create **1X COCKTAIL** based on the entry challenges for either The Singleton or Don Julio.

Enter both to double your chances! The Top 100 entries will be announced on 10th March 2025.



HYPER LOCAL

SENSE THE MOMENT

WITH THE SINGLETON



1X
COCKTAIL RECIPE

4X
COCKTAIL IMAGES

1X
COCKTAIL DESCRIPTION

Scotch whisky cocktails are often overlooked. It's time to change that. Let's **SHAKE UP THE CATEGORY**, move past the one-dimensional ingredients and create a **MULTISENSORY EXPERIENCE** to stir new feelings and emotions. Think beyond the ordinary. Wow your guests with a cocktail that **ENGAGES THEIR SENSES** through either sight, sound, taste, touch, or smell. Create a moment that stays with them.

THE RULES

- A minimum of 35ml of The Singleton of Dufftown 12yr
 - You choose the ice, glassware, and serving style
- Focus on how your serve engages the senses and enhances the guest experience
 - There is no limit on how many homemade ingredients you may use
- Your drink should be menu-worthy, for when you make it through to the Top 100

SCORING

POINTS

TASTE & APPEARANCE

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

/40

EXPERIENCE

How good does the drink look?
Does the garnish and glassware suit the serve?

/30

STORYTELLING

Does the bartender have a clear and entertaining narrative?
Has the bartender weaved any brand knowledge into their presentation?

/15

CHALLENGE

Is it a multisensory experience?
Has the bartender considered the guest experience?

/15

HYPER LOCAL

WITH DON JULIO



A great drink **TELLS A STORY**. Today's guests crave a sense of place and belonging, seeking flavours that are rooted in stories and emotions. Craft a cocktail that **CELEBRATES** both Mexico and your bar's local neighbourhood, blending these elements into a **CAPTIVATING NARRATIVE**.

THE RULES

- 1 local ingredient that represents your bar and neighbourhood
 - 1 ingredient that represents Mexico
- Use at least 35 ml of Don Julio Blanco or Reposado
 - You choose the ice, glassware, and serving style
- Show us how your ingredients complement each other, telling a story of your bar and Mexico
 - There is no limit on how many homemade ingredients you may use
- Your drink should be menu-worthy, for when you make it through to the Top 100

SCORING

POINTS

TASTE & APPEARANCE

How tasty is the drink? Is it balanced?
How well do the hyper local ingredients work together?
Does the Don Julio shine? Would you order a second?

/40

EXPERIENCE

How good does the drink look?
Does the garnish and glassware suit the serve?

/30

STORYTELLING

Have the described the origin of their chosen ingredients and how they represent their bar/Mexico? Does the bartender take you on a journey with a clear and entertaining narrative and creatively weave brand knowledge into their presentation?

/15

KNOWLEDGE

Has the bartender displayed knowledge of Don Julio?

/15

1X
COCKTAIL RECIPE

4X
COCKTAIL IMAGES

1X
COCKTAIL DESCRIPTION

SUBMIT YOUR ENTRY COCKTAIL(S)

DEADLINE—28.02.25

If you encounter any issues with your submission,
please contact us at: WorldClassGB@globalbartending.com



Please read and agree to the full Terms & Conditions and Example Winners contract available on the Diageo Bar Academy entry portal.

Make sure the decision-maker at your bar approves all the requirements for each stage of the World Class GB competition - <https://www.diageobaracademy.com/en-zz/home/worldclasssgb2025>

Important Requirements: To enter, you must have a valid passport that does not expire before any planned travel throughout 2025. You must be eligible to obtain a visa to travel to Canada for the Global Finals - <https://www.gov.uk/foreign-travel-advice/canada/entry-requirements>

ENTRY SUBMISSION CHECKLIST



1X COCKTAIL

- Include a name, recipe, method, glassware, ice and garnish

4X IMAGES PER COCKTAIL

- 1x Image of your cocktail with the bottle: LANDSCAPE
- 1x Image of your cocktail with the bottle: PORTRAIT
- 1x Image of your cocktail with the bottle and yourself: LANDSCAPE
- 1x Image of your cocktail with the bottle and yourself: PORTRAIT
- FORMAT (Min. dimensions):
 - 1920 x 1080 - landscape
 - 1080 x 1920 - portrait
 - Full Resolution

1X COCKTAIL DESCRIPTION

- Maximum of 250 words about the story or inspiration behind your cocktail

WORLD CLASS
GREAT BRITAIN

COCKTAIL FESTIVAL

100 BARTENDERS 100 VENUES 2 WEEKS 14–27.04.25

A celebration of the top 100 bartenders and their legendary bars, the World Class Cocktail Festival is collaborating with 100 incredible venues across the country, bringing the best drinks and bar experiences to your guests.

THE
SINGLETON

DonJulio

SEEDLIP
NON-ALCOHOLIC SPIRITS

PLEASE DRINK RESPONSIBLY be [drinkaware.co.uk](https://www.drinkaware.co.uk)

If you successfully make it into the top 100, firstly congratulations! Now get ready for the next stage, you will need to create an inspiring menu of 3 cocktails.

Be sure to familiarise yourself with the concepts for each cocktail. All the details you need are in this Bartender Toolkit and remember, you can use your entry cocktail(s) as part of this menu.

Once your menu is ready, showcase your creations on a specials menu at your bar for two weeks during the World Class Cocktail Festival GB, taking place from 14.04.25 - 27.04.25



THE SINGLETON – SENSE THE MOMENT
DON JULIO – HYPER LOCAL
SEEDLIP – THE WONDER OF NATURE

World Class Cocktail Festival 2024



HOW WILL THIS BE JUDGED?

The top 100 finalists will attend the World Class Cocktail Festival Judging Roadshow. At each of the five stops, finalists will present to a panel of judges for 5 minutes to explain why they should represent Great Britain at the Global Final. Judging panels will be located in 5 different cities across the country. After the final showdown, the top 10 finalists will be announced.



WORLD CLASS
GREAT BRITAIN

COCKTAIL FESTIVAL

WHY SHOULD YOU TAKE PART?

- Showcase your skills to a global audience and gain recognition
- Connect with inspiring industry leaders and peers from around the world

JUDGING ROADSHOW

Join the judging roadshow for a chance to advance to the GB Final

- Build your social profile through collaborative content that celebrates your talent
- Be in with a chance to represent GB on the world stage at the Global Final in Toronto

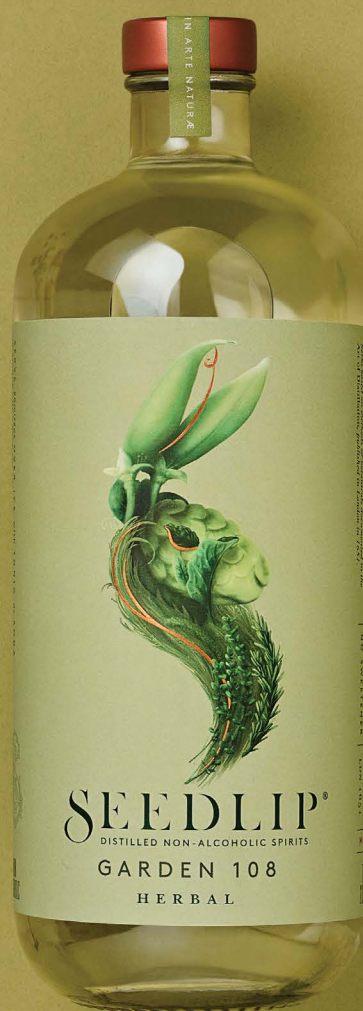
HOW WILL IT BENEFIT YOUR BAR?

World Class will support your bar during the festival with:

- Media coverage to drive more visitors, featuring partnerships with platforms like Time Out and sponsored editorial and social posts
- Exposure in top publications such as CLASS magazine, reaching drink enthusiasts and lifestyle trend followers
- A comprehensive range of digital materials to help you promote your festival drinks, including customisable menu templates

THE WONDER OF NATURE

WITH SEEDLIP



1X
COCKTAIL RECIPE

Seedlip draws its essence from the natural world. Its beauty, balance, and wonder. Your challenge is to explore nature's duality: its **BREATHTAKING SIMPLICITY** juxtaposed with its extraordinary grandeur. Select one of these contrasting facets and create a cocktail that **CELEBRATES SEEDLIP'S BOTANICAL HERITAGE**, evoking the awe and inspiration found in our natural surroundings.

For your World Class Cocktail Festival menu, craft one of the following:

MINIMALIST SERVE: NATURE'S STILLNESS

Channel the quiet elegance of nature, like a single dew drop on a leaf or the purity of untouched snow. Highlight how simplicity can inspire awe through restraint.

THE RULES

- Use no more than three ingredients, including Seedlip
 - Focus on clarity, purity, and the botanical essence of Seedlip
 - Presentation must be subtle yet impactful, akin to a serene moment in nature
-

MAXIMALIST SERVE: NATURE'S SYMPHONY

Capture the grandeur of nature – cascading waterfalls, vibrant rainforests, or the vast night sky. Let Seedlip's versatility take centre stage in a bold, multilayered experience.

THE RULES

- Use at least four ingredients, with Seedlip as the centrepiece
- Incorporate techniques and elements inspired by nature (e.g., smoke to evoke mist, edible flowers to capture the essence of a wild meadow)
- Serve in a style that reflects the drama of the natural world (e.g., a terrarium-style glass or a cocktail served over dry ice for a cloud effect)



THE JUDGING ROADSHOW

A panel of top industry experts will evaluate
your work during Judging Roadshow events
hosted in 5 cities across the country.

GLASGOW 02.04
LONDON 14.04
BRISTOL 16.04
MANCHESTER 23.04
BIRMINGHAM 28.04

PROUD TO 'FIZZ IT UP' WITH WORLD CLASS GB

Follow our Brand Ambassadors journey
[@schweppes_advocacy](#)

Official Mixer Partner



Schweppes is a heritage brand with over 200 years of history known worldwide for its *premium effervescent* mixers. With a dedication to quality and innovation, Schweppes shares World Class's ambition of **celebrating and developing talent** within our industry.

Schweppes®

**WORLD CLASS
GREAT BRITAIN
FINAL 2025**

SCOTLAND



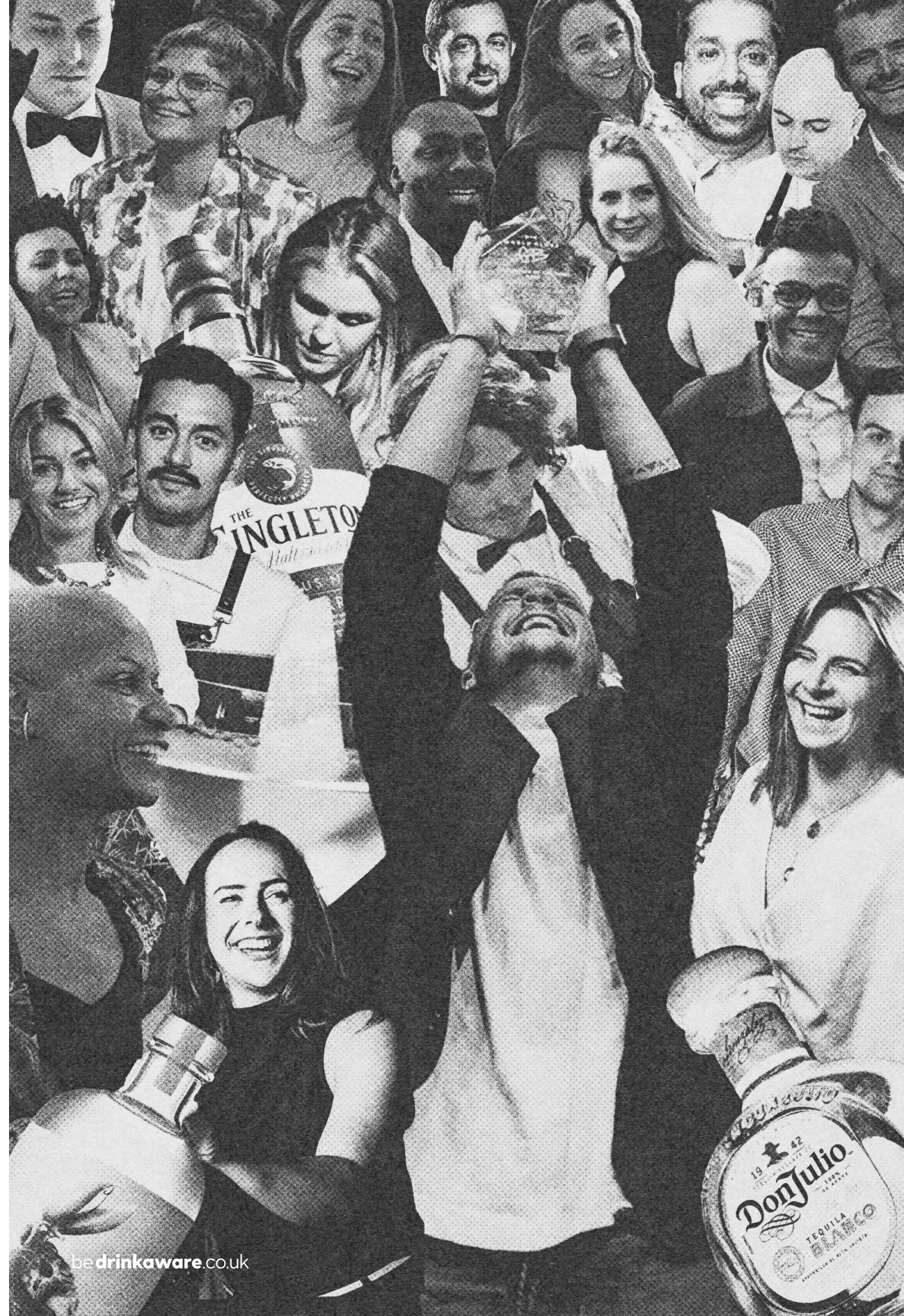
**WORLD
CLASS
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FINALS
2025
TORONTO**



GOOD LUCK!

For all questions and to follow the journey
[@worldclassgreatbritain](https://twitter.com/worldclassgreatbritain)


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be [drinkaware.co.uk](https://www.drinkaware.co.uk)




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