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WORLD CLASS

NO. TEN

STARTER FOR TEN

No. TEN began as an exploration to rewrite the rules of Gin in pursuit of the perfect classic cocktail. This masterpiece took over 2 years to create, by distilling a unique botanical make-up of fresh whole citrus fruits, fresh chamomile and four natural botanicals. Resulting in a bright and welcoming Gin, to be enjoyed around the world.

CHALLENGE BRIEF

We're challenging you to create the perfect No. TEN welcome cocktail to showcase your bar's signature style. Elevate this to a TEN to ensure a memorable experience for your guests upon first sip. First impressions count!

Given this is a welcome drink served on arrival, you should consider the ABV and cocktail serving size.



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CHALLENGE RULES

- You must use a minimum of 20ml of Tanqueray 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 within 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

SUPPORTING PARAGRAPH

- Why is this the perfect welcome to your bar?
- What part does Tanqueray No. TEN play in the cocktail?
- How have you elevated the drink to a TEN?

ENTRY REQUIREMENTS

- 1 x Cocktail recipe, Name, Ingredients & Method
- 2 x images (drink, drink & you!)
- 1 x supporting paragraph (250 words max)

SCORING (PER JUDGE)

TASTE AND APPEARANCE	Is the welcome drink balanced? Does it showcase the DNA of No. TEN?	40 POINTS
EXPERIENCE	Is this a memorable welcome cocktail? Has it been elevated to a TEN?	30 POINTS
SHOWCASE	Does the welcome drink showcase the bar?	20 POINTS
CHALLENGE BONUS	Has the bartender considered the overall ABV of the cocktail and serving size?	10 POINTS
TOTAL		100 POINTS