



WORLD CLASS

# WORLD CLASS COMPETITION 2025

Challenge Brief  
Switzerland



# WORLD CLASS

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

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COMPETITION REPUTATION  
AND IMPACT OF THE  
GLOBAL FINAL



**400,000** BARTENDERS  
TRAINED VIA WORLD  
CLASS SINCE LAUNCH



## 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 seen and created some of the world's finest talents and skills, which the next one might be you?

## WHAT THE WORLD CLASS CONSISTS OF:

1. World Class Community
  - The World Class community connects, builds and nurture relationships and championing social sustainability amongst the On trade throughout the whole year
2. World Class Competition
  - The world's biggest and most respected bartending competition, run in 55+ countries every year
3. World Class Education
  - The source for bartenders looking to learn about advanced trends and techniques
4. World Class Cocktail Festivals
  - Impactful, amplifiable brand experiences, executed in partnership with World Class Bartenders & Venues towards end-consumers



COMPETITION

# THE PLAN

## FROM THE ENTRY CHALLENGE TO THE GLOBAL FINALS

ENTRY PHASE		TOP 10 Announcement	SEMI FINAL		
Registration open from <b>14<sup>th</sup> of January – 28<sup>th</sup> of February 2025</b> Secret Bar Judging from <b>7<sup>th</sup> of March – 29<sup>th</sup> of March 2025</b>	<b>Challenge:</b> Johnnie Walker Black Label Virtual vs. Reality	<b>31<sup>st</sup> of March 2025</b>	<b>14<sup>th</sup> of April 2025</b> <b>Bar am Wasser, Zürich</b>	<b>Semi Final</b> Compete against the <b>Top 10</b> from your country.	<b>Top 3</b> of each country will be qualified, participating in the <b>Northern Europe final.</b>
NORTHERN EUROPE FINAL			GLOBAL FINAL		
<b>Top 3 of each country</b> will be competing against each other at the Northern Europe final in Berlin, Germany.	We will crown our <b>country winners competing at the <u>Global Final.</u></b>	Dates: <b>15<sup>th</sup> – 18<sup>th</sup> of June 2025.</b>	Dates: <b>September 2025</b> in <b>Canada</b>	Compete against the <b>best bartenders in the world</b> , by being judged by <b>bar legends</b> from all over the World.	Get connected with <b>famous faces and bartenders from the global bar scene.</b>



**WORLD CLASS**

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 experimenting with Johnnie Walker Black Label into new territories of flavour and presentation.

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



## 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 parts
- There is no limit on how many homemade ingredients you may use

### SUPPORTING PARAGRAPH

- How does your serve take Johnnie Walker Black Label into new cocktail territories?
- What have you considered to make the serves beautiful for the most captivating social content?
- In what way are your cocktails inspiring to both bartenders and cocktail lovers?
- Supporting paragraph (250 words max)

## ONLINE SCORING (PER JUDGE, PER DRINK)

TASTE	Is the drink deliciously balanced and does Johnnie Walker shine?	40 POINTS
APPEARANCE	Is the serve beautiful and will it make great digital content?	30 POINTS
NEW TERRITORIES	Does the cocktail challenge convention and explore new territories of the cocktail world?	20 POINTS
INSPIRATIONAL	Do all the elements come together to create a truly inspirational serve?	10 POINTS
TOTAL		100 POINTS

World Class Competition

# To Submit

## Where?

Sign up via the following link:

<https://www.diageobaracademy.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?

YOU WILL NEED TO SUBMIT :

- Personal information
- Cocktail name, recipe & method
- Supporting paragraph (max. 250 words, explaining the story or inspiration behind your cocktail)
- 1 x cocktail image with the bottle
- 1 x cocktail image with the bottle and you