

pub
&
bar

DINE
OUT.



THE CLASSIC COCKTAIL
COMPETITION
2024



14 October | Dirty Martini, St Paul's, London

THE CLASSIC COCKTAIL COMPETITION

AKA 'THE CLASSICS'

The Classic Cocktail Competition is a one-day cocktail competition for hotel, restaurant, pub and bar bartenders.

WHY CLASSIC COCKTAILS?

While the signature serves behind the bars of the UK are a key part of showcasing a venue's creativity, the majority of consumers will instinctively gravitate towards the classics, choosing from a list of drinks they recognise and trust. The Classic Cocktail Competition will put these essential serves back in the spotlight, encouraging some of the finest bartenders and bar brands in the country to refocus on these definitive drinks.

Classic cocktails are the backbone of a drinks list. Let's give them the recognition they deserve.



CLICK TO WATCH 2023'S HIGHLIGHTS



THE COMPETITION FORMAT

Fifteen elite bartenders will be required to make six different classic cocktails each, all served in their own style. Cocktails will be scored on: balance of flavours, overall taste/enjoyment, presentation, knowledge and skill.

If you sponsor one of the six competition heats with your spirit brand, this will be exclusive. The bartender will also use supporting partner's products to enhance their serves such as: garnishes, syrups, glassware, straws, mixers. So, if cocktails are part of your brand's DNA, please get in touch.

The Classic Cocktail Competition will be promoted and marketed by trade magazines, websites and social platforms of Pub & Bar and Dine Out Magazine, extending the reach of the competition to more than 100,000 hospitality professionals, making this one of the most heavily promoted cocktail competitions within the UK.

All cocktails will be promoted online at www.classiccocktails.co.uk, and a full review of the competition will appear within each publication and online.

COCKTAIL CATEGORIES / AWARD TITLES

Should you be interested in sponsoring the competition but feel that a different classic cocktail serve would better suit your brand, please advise so we can discuss how this serve can be included. Serves shown with a star* beside are currently open for discussion.



Highball of the Year:

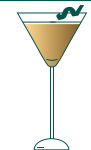
(bartender's choice of spirit and mixer)



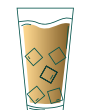
Gin: Long Island Iced Tea of the Year



Bourbon: Whiskey Sour of the Year*



Whisky: Old Fashioned of the Year*



Vodka: Pornstar Martini of the Year



Tequila: Margarita of the Year*

Our winners will be presented at a private reception held immediately after the competition.

THE 2023 COMPETITION

ALBERT'S SCHLOSS
ALL BAR ONE
BE AT ONE
CUBITT HOUSE
DRAKE & MORGAN
GUSTO
LOUNGERS
LUCKY VOICE
MANAHATTA
MOJO
MR FOGG'S
NEW WORLD TRADING COMPANY
NIGHTCAP
THE ALCHEMIST
THE COCONUT TREE



YOUR PACKAGE COVERAGE

6-MONTHS COVERAGE ACROSS BOTH PUB & BAR AND DINE OUT MAGAZINES

- Your logo on all digital and print adverts
- Your logo on all event signage
- Printed magazine carrier cards promoting the event
- Website coverage including both magazine websites and entry website
- Over 15k web visits per month
- Over 57k combined print reach each month



PARTNER PACKAGES

HEADLINE PARTNER PACKAGE

- Logo shown alongside, equal prominence to the Classic Cocktail logo on all marketing and event assets.
- Presentation of the overall Bartender of the Year award.
- A place on the judging panel(s).
- 4x full-page adverts, two each in Pub & Bar and Dine Out.
- Display point and product placement around competition area.
- Your brand liquid to be used by competitors in two of your chosen cocktail competitions.
- Competitor contact details shared.
- Access to event photography.
- 4 tickets to the event.
- Option to provide your own prize.
If you do, we will assist in helping you promote.

PRICE £10,000

PARTNER: SPIRIT

- Lead spirit ingredient - competitors must use your brand as part of the classic cocktail competition.
- Presentation of trophy to the category winner.
- Invited onto the relevant judging panel.
- Branding on all marketing and event assets.
- 4x full-page adverts, two each in Pub & Bar and Dine Out.
- Competitor contact details shared.
- Table-top display point.
- Access to all event photography.
- 2 tickets to the event.
- Option to provide your own prize.
We will assist in helping you promote.

PRICE £5,000

WHAT OUR COMPETITORS AND SPONSORS SAY...

Broken Clock Vodka

"I thought the standard of drinks was exemplary, particularly with each competitor having to shake, stir and strain six different bespoke cocktails within a strict time limit. Overall the event was a case in point demonstrating how Britain's pubs, bars and restaurants are constantly raising their game when it comes to serving top draw cocktails to their customers."

Maldon Salt

"It was great to meet and talk all things cocktails with the other sponsors of the event."

Arc Inspirations (Manahatta)

"It's great to have such a dedicated team member representing our business and showcasing his passion for all things cocktail making."

Teajoy

"There are lots of creative and fantastic tasting cocktails from all the bartenders. Great event from H2O Publishing."



PLEASE CONTACT

To sponsor a category or for more information on these incredible opportunities, please get in touch:

T: 01474 520200

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