



THE COCKTAIL AWARD 2023

Spread Japan's unique style of cocktail to the world and connect to the future.

Application Requirements

Theme of 2023

Cocktails for the next generation Drinkers.

Requirement Use at least 20ml of any of the following products.



1. The Japanese Craft Gin ROKU
2. The Japanese Craft Vodka HAKU
3. The Japanese Craft Liqueur KANADE
4. SUNTORY Plum Liqueur (Blended with barrel-aged plum liqueur from Yamazaki Distillery) / (Barrel-aged plum liqueur from Yamazaki Distillery-WHISKY BLEND) / (Barrel-aged plum liqueur from Yamazaki Distillery RICH AMBER)
5. SUNTORY World Whisky AO

Any of the Suntory products can be used as ingredients.

<https://products.suntory.co.jp/>

Eligibility

Bartenders working in bars, hotels, restaurants, etc., or anyone equivalents.
Must be at least 20 years old as of April 1, 2023.

Awards and Privileges

 **Cocktail Award 2023 (one person)**
prize money of 500,000 yen

 **Excellence Award (one person)**
prize money of 300,000 yen

* Withholding tax on the prize money will be the winner's responsibility.
There is a possibility of tax return.

Privilege of Cocktail Award 2023 Winner

• **Winner will be the Suntory Cocktail Ambassador for one year.**

* During the one-year period of your Ambassadorship, you may not enter, participate, or attend any cocktail competitions or similar events conducted by third parties that compete with our company.

• **Award-winning cocktail will appear in a scene of animated series "BARTENDER Glass of God"**



©Araki Jo-Kenji Nagatomo/Shueisha-Bar hoppers

Common Privilege * for both Cocktail Award 2023 and Excellence Award

• **Overseas workshop**

Opportunities to work in top bars abroad, including guest shifts.



Application Period

May 25 (Thu), 2023 - July 10 (Mon), 2023 (9:00AM JST)

Application Procedure



You can register from My Page.

To log in to My Page, you will need a Suntory account.

- **Application will be accepted online only.**
- **One entry per person is permitted.**

Schedule

Preliminary Selection **mid-July**

Documents will be screened and 60 applicants (TBC) will be selected to proceed to the semi-final.

Semi-final **August 30 (Wed) - August 31 (Thu) @ Tokyo**

The 12 finalists will be selected through a consultative screening by the applicants themselves.

Final **September 21 (Thursday) @ Suntory Hall**

One "Cocktail Award 2023" and one "Cocktail Award of Excellence" will be selected by the 12 finalists in a consultative screening by the finalists themselves.

Change in Examination Criteria

Examination criteria for the Suntory The Cocktail Award 2023 will be partially changed.

- **The ratio of originality has increased and hospitality will be newly added.**
- **Please describe your appealing points on the entry sheet.**

Name	Consistent with the image of content and intent of your drink. Easily pronounced and memorable.
Taste	"Taste" and "aroma" created by the combination of ingredients is high quality.
Appearance	Harmony of coloring, decoration, naming, etc., has dignity and beauty.
Originality	Idea is bold with uniqueness and is free from conventional perspectives. Whether the spirit of challenge and personality of the creator is incorporated.
Reproducibility	Whether the drink can be perfectly reproduced by a third party just by looking at the list.
Technique	The amount of drink is equivalent, and the flow is smooth and trustworthy.
Hospitality	Elegance in the creative process to make customers want to drink the cocktail. Shows deep understanding of the product through creative intent and spoken presentation.

Transportation Expenses

We will cover part of the transportation expenses to the venue of semi-final according to regulations of Suntory Group.

Participants from abroad will be responsible for their own travel expenses.

Contact INFO

SUNTORY The Cocktail Award Office

EMAIL: info@cocktailaward.com TEL: 080-9448-5750

May 1st (Mon.) ~ October 6th (Fri.) TBC

10:00am ~ 18:00pm JST (weekends and holidays are excluded)