



Application Requirements

Theme of 2025

**A Japan-origin cocktail
you wish to introduce to the world**

Requirements

Please use at least one item from the list below.

*Infusions are not permitted.

1. SUNTORY Japanese Craft Gin ROKU
2. SUNTORY Japanese Craft Vodka HAKU
3. SUNTORY Liqueur KANÁDE (any variety)
4. SUNTORY WORLD WHISKY AO



Other Ingredients

Please use products that are manufactured, distributed, or imported by Suntory Holdings Limited or Suntory Allied Limited as of August 12, 2025.

However, for product categories where no Suntory product is available, you may use other brands or homemade ingredients, provided the alcohol content is below 1% ABV.

*Watsunagi has been discontinued and cannot be used as an ingredient.

Creative Considerations

1. Homemade ingredients may be used, provided their alcohol content is below 1% ABV. Please note that it is not permitted to bring pre-mixed ingredients containing alcohol to the judging venue.
2. The use of garnishes is optional. However, decorations that do not contribute to the flavor or aroma of the cocktail will not be considered during judging.
3. Please avoid using ingredients that are difficult to obtain or extremely expensive, as they may not be suitable for evaluation.

Eligibility

Bartenders working in bars, hotels, restaurants, etc., or anyone with equivalent experience.

Must be at least 20 years of age or older at the time of application.

Award Benefits for the Winner

Cash prize of 500,000 yen*



Overseas training program, including:

- Guest shift at a venue listed in The World's 50 Best Bars
- Distillery visit
- Visits to leading bars
- Destination: United States or United Kingdom*2

*1 Income tax on the cash prize will be the responsibility of the recipient. Depending on individual circumstances, a tax return may be required.

*2 The destination will be selected based on the recipient's preference.

Award Benefits for the Finalists

Feature PR coverage in media introducing the finalists and their bar
A name-engraved BIRDY shaker

Application Period

July 1 (Tue), 2025 - August 12 (Tue), 2025, at 3:00 PM 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

Online Briefing

July 8 (Tue)

Document Screening

Late August

An anonymous document screening will be conducted to select 30 participants who will advance to the Semi-Final.

Semi Final

September 29 (Mon)

Participants will be judged on their technical execution of the assigned cocktail, and 8 finalists will be selected to advance to the Final.

Final

October 28 (Tue)

Finalists will be judged on both the assigned cocktail and a special "Yatte Minahare" challenge. Details of the "Yatte Minahare" challenge will be shared with the Finalists.

Change in Examination Criteria

The following are the evaluation criteria and their respective percentages for the overall judging of this competition.

*Please note that the percentage of each criterion varies between the different stages of judging, from the document screening to the final round.

Deliciousness of the Cocktail	The high quality of the "taste" and "aroma" of the original cocktail, and the beauty of a refined "appearance" that does not rely on excessive decoration.	20%
Consistency Between Theme and Cocktail	The ability to create a cocktail that aligns with and expresses the given theme.	30%
Presentation	The ability to attractively describe the original cocktail and the brands you use, in your own words.	30%
Hospitality	The ability to smoothly provide a cocktail that suits the guest's needs and to offer a comfortable environment and experience for them.	20%

Transportation Expenses

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

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

Contact Information

Suntory The Bartender Award Office

Email: info@bartenderaward.com

Tel: +81-70-1502-9106

Available: June 2 (Mon) – November 11 (Tue), 2025

Hours: 10:00 AM – 6:00 PM JST

(Weekdays only; closed on weekends and public holidays)