



SUNTORY
THE COCKTAIL
AWARD
2024

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

Application Requirements

Theme of 2024

Cocktails for the next generation of drinkers

SUNTORY The Cocktail Award, now in its 30th year, aims to showcase the unique artistry of Japanese cocktails to the world and ensure its legacy for future generations.

In keeping with the times, we continually innovate.

The Cocktail Award will evolve this year with new judging methods and criteria in order to discover bartenders capable of crafting the perfect cocktail for the next generation of drinkers.

Products Used

All Suntory products (alcoholic beverages)

*As of the end of July 2024, all products are currently available for purchase. For product details, please visit the website. (<https://products.suntory.co.jp>)

Product Suntory Search

Point of Caution for Creation

1. Please use products manufactured, sold, imported, and distributed by Suntory Spirits Ltd., Suntory Allied Ltd., and MONTEBUSSAN CORPORATION.
2. Please list any ingredients that are not included in 1 (e.g., fresh orange juice, milk, agave syrup, orange bitters).
3. Please refrain from using ingredients that are difficult to obtain or significantly expensive.
4. Non-edible decorations are not allowed (e.g., ribbon or other glass decorations).
5. Cocktails closely resembling standard cocktails will be excluded.
6. Infusing fruits or similar items into the base alcohol is not allowed.

Eligibility

Bartenders working in bars, hotels, restaurants, etc., or anyone equivalents. Must be at least 20 years old as of April 1st 2024.

Award Details

● COCKTAIL AWARD 2024

prize money of 500,000 yen + overseas workshop

The overseas workshop is planned to include guest shifts at top bars and visits to various distilleries.

● Runner-up

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.

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.

Entry Period

June 26 (Wed), 2024 to August 5 (Mon), 2024 (9:00PM 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-August

Documents will be screened and 30 applicants (TBC) will be selected to proceed to the semi-final.

Semi-final October 8 (Tue) @ Tokyo

The 8 finalists will be selected through a consultative screening by the applicants themselves.

Final November 22 (Fri), 2024 @ Suntory Hall

From among the 8 finalists, one "Cocktail Award 2024" and one "Runner-up" will be selected.

Examination Criteria

Examination criteria for the Suntory The Cocktail Award 2024 will be partially changed.

Naming & Appearance	An elegant beauty achieved through the harmony of color, decoration, glassware, and naming.
Creative Intention	Creative Intention Content created in line with the theme, its narrative, and understanding of Suntory products.
Taste	The completeness of the 'taste' and 'aroma' created by the combination of ingredients.
Originality	Idea is bold with uniqueness and is free from conventional perspectives. Whether the spirit of challenge and personality of the creator is incorporated.
Technique	Consistency in quantity, timing, and flow.
Hospitality	Performance that makes customers feel comfortable. Creating the right atmosphere. Communication skills and presenting the creative intent.
Flexibility	Flexibility to understand the characteristics of each customer and create a drink that meets their needs at any occasion.

Contact INFO

SUNTORY The Cocktail Award Office

EMAIL: info@cocktailaward.com TEL: 070-3168-0938 May 28 (Tue) to December 6 (Fri) 10:00am-18:00pm JST (weekends and holidays are excluded)