The House of Suntory Cherry Blossom Cocktail Competition

Sponsored By: House of Suntory-Toki Whisky, Roku Gin, Haku Vodka & Legent in partnership with the National Cherry Blossom Festival

The House of Suntory and the National Cherry Blossom Festival are collaborating to crown the best mixologist in the Washington, DC Metropolitan area. This competition will welcome the essence of Japanese culture and feature the hand-crafted House of Suntory products with a cherry blossom twist.

Round 1 Requirements for Entry: Submissions due Sunday, February 26, 2023

*Up to 5 bartenders will move to Round 2
- Must currently work at a bar/restaurant in the Washington, DC Metropolitan area
- Bar/restaurant must be a Cherry Pick participant – Sign Up Here
- Cocktail name
- Cocktail image
- List of ingredients, garnish, & glassware
  - Must use at least one of the House of Suntory products - Toki Whisky, Roku Gin, Haku Vodka & Legent
- Preparation & mixing instructions
- Inspiration of the drink and how it relations to the National Cherry Blossom Festival 2023 Theme – “Spring It On!”

Submissions:
- Contestants must email submissions to Kelly Paul, kelly.paul@beamsuntory.com AND TaKeyia Dickens, tdickens@ncbfdc.org

Round 2 Requirements:
- Contestants must be able to showcase, batch, and serve their cocktail for 800+ guests attending the National Cherry Blossom Festival Pink Tie Party on March 16, 2023 (sampling cups will be provided by NCBF)
- Contestants must be able to present their cocktail to judges at the Pink Tie Party event
- Contestants must be able to showcase the making of the cocktail and present the cocktail to the Pick Tie Party judges
- Contestant must provide all cocktail ingredients and glassware for four (4) judges during the event.

Judging Criteria:
- Creativity and Originality of Drink
- Presentation/Appearance
- Unique/Intelligent use of the required use of the House of Suntory product
- Balance of Taste, Smell, and Character
- Name Originality, Relevance, and Appeal

Winner: The Official 2023 National Cherry Blossom Cocktail featuring House of Suntory
- Winner will be name at the National Cherry Blossom Festival Pink Tie Party
- Winner must be available for any media/press during the Festival
- Winner will display their cocktail at Focus Social Club on March 31, 2023

For more information contact Kelly Paul, kelly.paul@beamsuntory.com AND TaKeyia Dickens, tdickens@ncbfdc.org
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Guidelines To Enter:

- All persons entering must live in the U.S., be of legal drinking age
- All persons and restaurant must have an Instagram account
- At least one of the House of Suntory (Toki Whisky, Roku Gin, Haku Vodka & Legent) products listed must be used in the cocktail
- All persons must currently work at a bar/restaurant in the Washington, DC Metropolitan area.
- All persons must work at a bar/restaurant that is a part of the Cherry Pick program – Sign Up Here if needed
- All persons must sign an agreement and have their restaurant or bar submit a certificates of insurance
- Cocktails must contain standard ingredients. Homemade ingredients must be easily replicable, but cocktail cannot have more than eight (8) components. Examples of homemade ingredients are shrubs, syrups, and infusions. Recipe for Homemade ingredients required.
- Garnishes that impact flavor are considered an ingredient. Garnish is recommended but not required.
- The Official 2023 National Cherry Blossom Cocktail recipe must have a name. The name may not include any copyrighted or trademarked material or any retailer's name. The cocktail name must not contain any profanity or derogatory language.
- Ingredients must be expressed in fluid ounces (.5 oz., 1 oz., 2 oz., etc.), with dashes and drops being the smallest quantities. Preparation and mixing instructions must be included with your recipe and type of glassware.
- Photo of finished cocktail (for style reference and can be done on smart phone)
- Headshot of entrant - please include a photo of yourself that we can post on social media, website, articles or press releases.
- Entries must not allude to the overconsumption or irresponsible consumption of alcohol nor represent our brand in an inappropriate manner. If considered illegal, profane or obscene, in our sole discretion, entry will be disqualified
- All entries requirements must be adhered to, or the entry will be considered null and void
- Shooters are fun, but not permitted

*** DRINK RESPONSIBLY.***

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