

THE CHALLENGE

TO CREATE A LEGENDARY MARTINI COCKTAIL



BELVEDERE
VODKA

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BELVEDERE VODKA INVITES THE WORLD'S
BEST BARTENDERS TO COMPETE IN THE
BELVEDERE CHALLENGE TO CREATE A
LEGENDARY MARTINI COCKTAIL.

5 STEPS TO CREATE THE WINNING MARTINI COCKTAIL

- 1** FROM MAR 10 – APR 12, *upload a video showing “how to make a legendary martini cocktail” on www.belvederevodka.com/thechallenge. Tell us about the drink and its inspiration, your cocktail experience and what makes your martini cocktail truly legendary.*
- 2** THE BEST 45 ENTRIES *will be selected to compete in the regional semi-final heats.*
- 3** BERLIN, NEW YORK AND SYDNEY *will host the best 15 bartenders from Europe, the Americas and Asia Pacific, respectively.*
- 4** THE BEST 3 *bartenders of each semi-final event (total of 9) will fly to London on June 17-18-19, to compete in the Grande Finale.*
- 5** ON JUNE 19TH, WORLD MARTINI DAY, *Belvedere will announce the winning martini cocktail and the bartender who created it.*

“ We encourage bartenders to embark on the Belvedere Challenge and craft a martini cocktail to be enjoyed by generations of cocktail lovers. ”

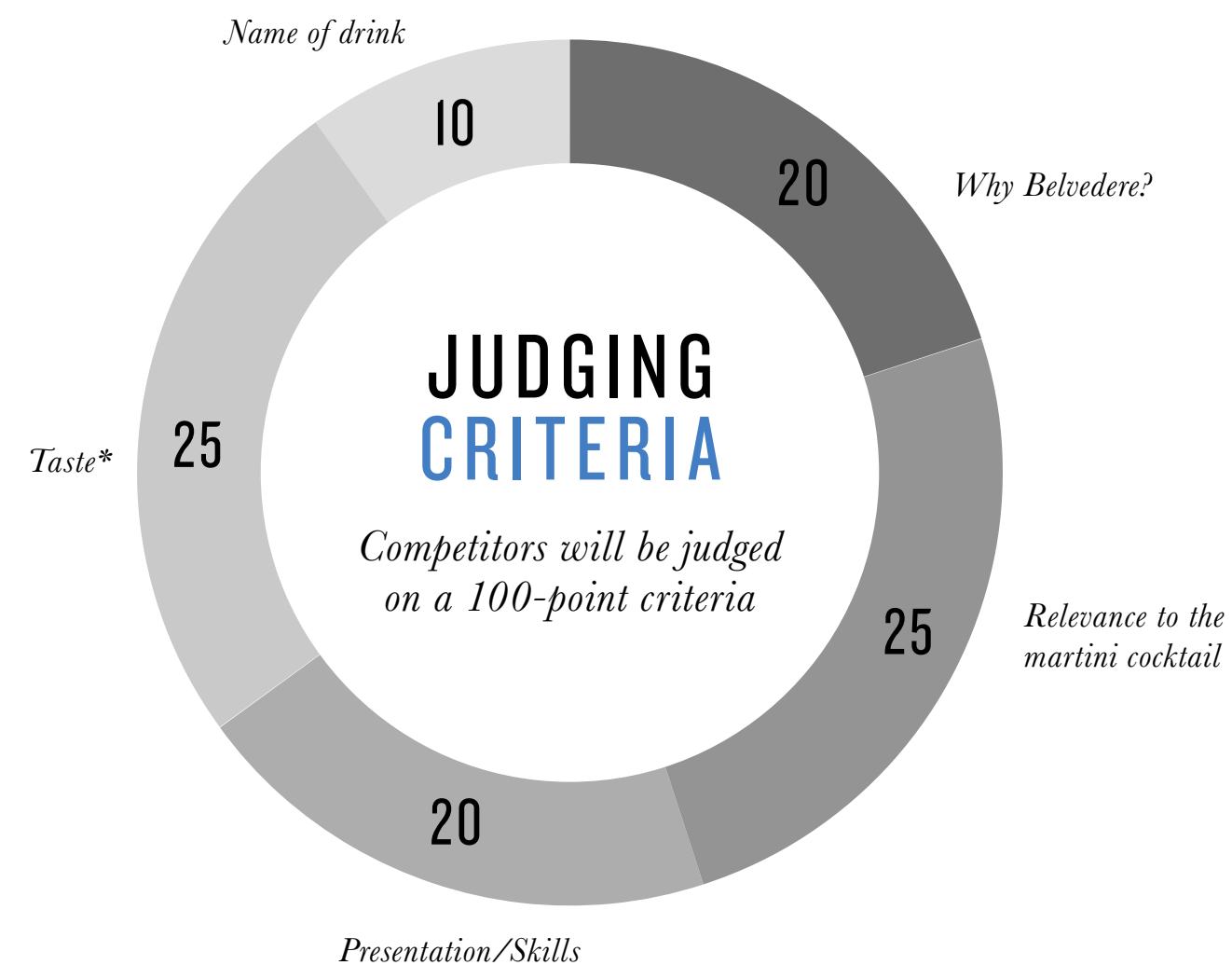
CLAIRE SMITH-WARNER
BELVEDERE VODKA HEAD OF SPIRIT CREATION & MIXOLOGY

VIDEO REQUIREMENTS

- 1 entry per person
- 5 minutes max
- Presented in English only.
Professional videos NOT required.
- Video must show you introducing yourself, making a Belvedere martini cocktail and demonstrate historical knowledge of the cocktail.
- Ingredients and technique must be clearly described.

MARTINI COCKTAIL RECIPE / REQUIREMENTS

- Contain the original Belvedere Vodka.
- Integrate no more than 4 ingredients in total (including Belvedere Vodka).
- Contain no more than 60 ml (2 oz.) of alcoholic ingredients in total.
- Natural and homemade ingredients are welcomed, but must be easily replicable.
- Give the cocktail a name which must be original to you and must not include any term or expression infringing rights of third parties (including but not limited to movie titles, actor names or movie characters).



*All drinks will be assessed and/or made and tasted by Claire Smith-Warner and Ali Dedianko



DO YOU HAVE THE SKILL AND
INGENUITY TO SHAPE A MARTINI
COCKTAIL TO BE ENJOYED BY
GENERATIONS OF COCKTAIL LOVERS?
IF SO, WE'RE LOOKING FOR YOU.

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FOR MORE INFORMATION

WWW.BELVEDEREVODKA.COM/THECHALLENGE

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No purchase necessary. The contest starts on March 10th and ends on April 12th. Open only to legal residents of the following countries, 25 years of age or older as of date of entry: Argentina, Australia, Austria, Belgium, Canada (excluding the province of Quebec, Yukon, Nunavut and Nova Scotia), Denmark, Germany, Greece, Hong Kong, India, Indonesia, Israel, Lebanon, Mexico, Morocco, Netherlands, New Zealand, Philippines, Singapore, South Africa, Spain, Switzerland, Thailand, Turkey, United Kingdom, United States of America (excluding Utah). Void where prohibited. Sponsor: Polmos Zyrardow sp.z.o.o.

The SPECTRE movie, the highly anticipated 24th installment of the James Bond series, is set for global release on November 6, 2015.