



About

Tipsy Texan and the Austin Food & Wine Alliance are thrilled to present the 2019 Official Drink of Austin competition, embodying the spirit of the Austin cocktail culture.

The Official Drink of Austin isn't just about bragging rights (though those are pretty damn sweet) — it's about supporting our city's culinary culture. Bar teams from across Austin join in on a friendly competition to discover the city's ultimate cocktail!

Winning venue will win the right to serve the Official Drink of Austin for the entire year following the competition and to serve as the Ambassador of the Official Drink at various events throughout the year.

Submissions & Recipe Rules

Bar Qualification: Participating bars must be located in the Greater Austin area and hold a mixed beverage permit. They can be stand-alone bars, or operate inside a restaurant or hotel.

- Submissions are limited to one recipe per restaurant/bar.
- It is encouraged, but not essential, that cocktails utilize local produce, flavors and highlight local culinary traditions.
- Bars will use the form provided to submit recipe information. The form requests cocktail name, ingredients, method, type of glass and type of ice, if applicable.
- **Recipes must be submitted online no later than midnight on Friday, July 5, 2019. Finalists will be contacted by Monday, July 14, 2019.**

Scoring

Cocktail recipes will be evaluated based on the following points system:

Taste/Perceived Flavor Balance

40 Points

Cocktail recipe yields a well-balanced, thoughtful drink

Creativity/Originality

25 Points

Cocktail utilizes an inventive technical culinary approach, combination of flavors or a unique/creative cocktail narrative or drink name

Performance/Technique/Professionalism

20 Points

Drink is presented with clean & professional bar techniques; bar set-up is thoughtfully designed to represent the establishment that the bar team is representing

Garnish/Drink Aesthetics

10 Points

The garnish, ice or glassware for the cocktail is thoughtful, creative and adds value to the finished drink

Scalability

5 Points

The cocktail recipe can be easily scaled to execute at large events

BONUS/EXTRA CREDIT:

5 Points

Local Spirit, Ingredient or Cocktail Narrative the Amplifies Austin's Culinary Culture

Up to 5 bonus points may be assigned to any cocktail that utilizes a locally made spirit OR non-alcoholic mixer, showcases locally grown produce or other such locally sourced potable ingredients OR has a drink name or cocktail narrative that is evocative of Austin's culinary history or culture.

Live Event Guidelines

The live event for the Official Drink of Austin will be held on Thursday, September 12, 2019 at The Fairmont Hotel.

Up to eight (8) finalist teams will be selected. Once selected, you will be contacted by an Official Drink of Austin representative to ascertain your needs for the live event on **Thursday, September 12, 2019 at The Fairmont.**

Each participating bar must send no fewer than two and no more than five team members to represent the establishment.

Batches (or *mise en place* if you are not batching) will need to be sufficient enough to serve 700 1oz sample portions. Base spirits and modifying spirits will be provided.

The following items will need to be provided by the bar or restaurant:

- unusual items (such as a house-made syrups or obscure liqueurs)
- fresh juices
- ice (specialty or otherwise) **for all drinks**
- straws and toothpicks
- Bar tools (unless prior arrangements are made.) Contestants are requested to use non-branded tools unless provided by participating sponsors.

All garnishes must be edible/drinkable and prepared by contestant.

For presenting cocktails to the judging team (5 people) during the actual competition portion of the event, teams must bring their own glassware. Plastic cups will be provided for sampling cocktails to the public.

For the first round of live judging, each team will present their cocktail to the judges. Time for presenting your drink to the judges shall not exceed 7 minutes.

Each judge will score the drink separately and then assign a total score to the team. People's Choice points will then be added to each team's scores. The two teams with the highest scores will prepare their drinks to be made in the final round, which will take place live on stage.

From the final round, the winning recipe will be declared the Official Drink of Austin for the year. The winning bar team will be featured at a few of the Austin Food & Wine Alliance's events throughout the year.

By submitting your cocktail recipe you agree to your participation at AFWA events if your drink is selected as the Official Drink of Austin. Participation at these events is required:

- 2019 Wine & Swine – November
- 2019 Grant Awards – December
- 2020 Live Fire! – April

Contestants need to submit their recipes online through our website by Friday, July 5, 2019. If you have any questions, please email mariam@austinfoodwinealliance.org.

Thank You and Good Luck!