

Instructions – Junior Cocktail Competition

- Name of the event: **BRNO CHRISTMAS CUP 2015**
- Organizer: The Secondary School Brno, Charbulova, State – Funded Institution
Charbulova 106, 618 00 Brno
- Expert guarantor: **ČESKÁ BARMANSKÁ ASOCIACE, o.s.**
- Director: RNDr. Jana Marková
- Guarantor: Radek Poláček, polacek@cbanet.cz tel: +420 606 818 149
- Date: December 14th, 2015
- Place of the event: BEST WESTERN PREMIER Hotel International Brno, a.s., Husova 16, Brno
- Registration: till December 1st, 2015, on-line at www.cbanet.cz
on-line registration is a prerequisite for participation in the competition
- Start fee: 300,-Kč / pays only competitor who is not a member of CBA or JSC
- Entry fee: 800,-Kč / payable at the registration to organizer
- Put into: Ranking "The bartender of the year 2015"
MONIN Cups and choice for Mattoni Special Award
- Beverage categorie: **Long Drink**
- Compulsory beverage ingredients:
1. Competitor is obliged to use at least 2 cl of Bohemia Honey
 2. The total content of alcoholic ingredients must not exceed 4 cl per dose of beverage
 3. In case of using industrially manufactured flavored soft drinks, only PEPSICO CZ, s.r.o. products listed in the appendix are permitted
 4. In case of using syrups, only MONIN company products listed in the appendix are permitted
 5. In case of using mineral or bottled water, only Karlovarské minerální vody, a.s. products are permitted
- Extra competition: The best marketing strategy of a drink (see appendix 2)
- Serves: 4
- Time limit: 6 minutes
- Ice: Provided by the organizer in design: Cube
- Recipe: Recipes become the property of CBA and the organizer of the competition, without any compensation in the event of their publication

Competition evaluation: According to the rules of JCC 2015, jury's decisions are final. Any protest can be lodged with the Chief Steward, however, only in the place and date of the competition.

Chief steward CBA: Martin Vogeltanz

Awards: 1st - 3rd place - cup, prize
Minor prizes for all competitors

The best marketing strategy for selling a competition drink
1st place – a grant of 10.000,-Kč for the entire class on a trip to Vizovice

Schedule:	08:15 – 9.30 a.m.	registration
	09:45 a.m.	opening ceremony
	03:30 a.m.	supposed completion of the contest
	04:00 p.m.	closing ceremony including the announcement of the results
	05:00 p.m.	cocktail party

Additional information: Parking in the hotel car park available, parking costs paid by participants themselves



Appendix 1 – Portfolios of the particular competition partners available for competitors:

Rudolf Jelínek :

Bohemia Honey

PepsiCo:

Pepsi Cola

Mirinda

7 Up

Evervess Tonic

Evervess Ginger Ale

Apple nectar Toma

Orange nectar Toma

Mattoni:

Mattoni Grand Sparkling

Monin:

Monin Lime Juice

Monin Sucre de Canne / Pure Cane Sugar

Monin Grenadine

Monin Gomme

Monin Anis / Anise

Monin Menthe Blanche / Frosted Mint

Monin Menthe Verte / Green Mint

Monin Glasco Citron / Lemon

Monin Orange

Monin Pomegranate

Monin Orgeat / Almond

Monin Pomme / Apple

Monin Abricot / Apricot

Monin Banane Verte / Green Banana

Monin Banane Jaune / Yellow Banana

Monin Caramel

Monin Coco / Coconut

Monin Pink Pamplemousse / Pink Grapefruit

Monin Pamplemousse / Grapefruit

Monin Kiwi

Monin Citron Vert / Lime

Monin Melon

Monin Peche / Peach

Monin Poire / Pear

Monin Ananas / Pineapple

Monin Mandarine / Tangerine

Monin Blue Curacao

Monin Passion / Passion Fruit

Monin Mure / Blackberry

Monin Cassis / Blackcurrant

Monin Myrtille / Blueberry

Monin Framboise / Raspberry

Monin Fraise / Strawberry

Monin Airelle / Cranberry

Monin Cerise / Cherry

Monin Mangue / Mango

Monin Basilic

Monin French Vanilla

Monin Estragone / Taragon

Monin Hibiscus

Monin Black Forest / Schwarzwald

Monin Tiramisu

Monin Apple Pie

Monin Piña Colada

Monin Curacao Triple sec

Monin Bitter

Monin Amaretto

Monin Macadamia

Monin Pistache / Pistachio

Monin Noisette / Hazelnut

Monin Hazelnut

Monin Irlandais / Irish syrup

Monin Cannelle / Cinnamon

Monin Chocolat / Chocolate

Monin Chocolat-Menthe / Chocolate Mint

Monin Cafe / Caffee

Monin Gingembre / Ginger

Monin Rose

Monin Miel / Honey

Monin Vanille / Vanilla

Monin Mojito Mint

Monin Sangria Mix

Monin Spicy

Monin Chataigne / Chestnut

Monin Caribbean Rum

Monin Melon d' Eau / Watermelon

Monin Pain d' Epices / Gingerbread

Monin Gingerbread

Monin Violette / Violet

Monin Blanc Chocolat / White Chocolate

Monin Jasmin

Monin Lavande

Monin Pomme Verte / Green Apple

Monin Toffee Nut

Monin Litchi

Monin Guava

Monin Fleu de Sure / Elderflower

Monin Orange Sanguine / Blood Orange

Monin Cocombre / Cucumber

Monin Chocolat Cookie

Monin Maple Spicy

Monin Mango Spicy

Monin Creme Brulée

Monin Praline

Monin Roasted Hazelnut

Monin Saveur Gin

Monin Bubble Gum

Monin Sweet & Sour

Monin Rantcho Lemon 40%

Monin Caramel LIGHT Sugar Free

Monin Noisette LIGHT Sugar Free

Monin Vanilla LIGHT Sugar Free

Extra competition THE BEST MARKETING STRATEGY OF A DRINK

Nowadays, advertising and promotion are considered the integral part of the sale. The taste itself is not enough to make the drink a hit. Let's change it!

We offer you a chance to participate in a unique project that is a part of Brno Christmas Cup competition. A conjunction of practice and marketing, in other words connection between production and advertisement, can be seen as a part of cross-curricular connections.

We bring the opportunity to students to prepare a drink along with marketing support to try how the connection works in practice. The class is asked to work out an essay as an output of project learning (extent 3-5 pages). Support our efforts to prepare students for reality and professional life as much as possible, please.

The competition is designed for a class as a team or a group supporting its competitor.

Instructions

Work out a marketing plan / marketing strategy for a drink prepared according to the competition rules.

Imagine you are a company dealing in beverages.

What marketing strategy would you prepare?

Your plan can contain (suggestions):

- How to produce a drink, what is the exact recipe, manufacturing process, characteristic
- Type of a beverage, designed for women / men?
- How would you persuade other bars to produce your drink?
- Catchword
- Functionality
- Opportunity
- Consumer Category
- Location point of sale
- Visualization Proposal, Poster
- Draft party

Etc.

Shape

Essay/project 3-5 pages, appendix in any presentation form (text, powerpoint, avi, mp3, mp4, etc.).

Deadline

Send essays in PDF format (including appendix) via email konecna@rjelinek.cz by 1st December 2015.

Review

The best essay will be chosen by the marketing team of R.Jelínek Company

Main prize will be announced after finishing the competition.

The winning project will receive a trip for the entire class on a tour of R.Jelínek Company premises.

All submitted works become the property of sponsoring company.