

# ONLINE AUSTRALIAN SELECTIONS

RULES & REGULATIONS 2024



## THE ART OF BALANCE

CREATE A COCKTAIL INSPIRED BY YOUR LIFE

FINAL - SEPTEMBER 2024 - ANGERS - FRANCE

# GIFFARD WEST CUP 2024

OVERALL ORGANIZATION



## THE ART OF BALANCE

CREATE A COCKTAIL WITH GIFFARD LIQUEURS  
THAT REFLECTS WHAT MAKES YOUR LIFE

**‘BALANCED AS YOUR  
COCKTAIL CREATION’**

### COCKTAIL CREATION

- Create a cocktail linked to a hobby, sport, or passion outside the bar, whatever makes your life balanced
- Create a cocktail that reflect what's make your life balanced as your cocktail creation.
- Show us your true self by sharing the activities that help maintain your mental and physical wellbeing.
- Use Giffard liqueur as your main inspiration and show us the artist you are, not just behind the bar! (multiple Giffard liqueurs can be applied)
- This part will have a section in the score cards

### INSTRUCTION / REQUIREMENT

- The pre-selection's competition is open to all professional bartenders in hotels, bars, restaurants and clubs in your country, from 21 years old with a valid passport and fully vaccinated.
- Liqueur Matter: Giffard liqueurs volume have to represent at least 30mL in the cocktail (mandatory)
- Giffard liqueurs include only : Giffard Classic liqueurs, Giffard Premium Liqueur, Menthe-Pastille (list on the last page)
- Other liqueurs and syrups brand are not allowed.

# ONLINE SUBMISSION

## RULES OF ONLINE SELECTIONS



### HOW TO JOIN ONLINE SUBMISSION ?

#### CREATE A COCKTAIL INSPIRED BY WHAT MAKES YOUR LIFE 'BALANCED'

- Create a cocktail linked to a hobby, sport, your passion outside the bar or whatever makes your life 'balanced'

#### LIQUEURS MATTERS:

- Giffard liqueurs volume have to represent at least 30mL in the cocktail. Multiple liqueurs can be combined.

#### SUBMISSION:

- Take an inspiring **photo AND a video/reels** of your creation with your chosen activity and post it on Instagram through your personal or bar account (Don't forget to open your account to public for us to be able to see your posts)
- Write an inspiring caption and the recipe of your creation
- Follow AND tag us @giffardaustralia @3two1\_drinks and @giffardasiapacific with hashtag #giffardapacwestcup2024

**Entries are opened from  
1st April - 30th April 2024**

Instagram - Points are calculated based on  
a cut off time (00.00AM) on 30th April 2024

### VIDEO / REELS ON INSTAGRAM

- **No longer than 90 Secs (1.30min)**
- Shots of you creating the cocktail or practicing your hobby
- Appearance of cocktail and Giffard bottles
- Same caption/story, tags and hashtags as IG photo post
- **Be creative and Have fun!**

# RULES & REGULATIONS

## EXAMPLE OF IG POST FOR APAC SELECTIONS



claudio\_bedini\_5   Following ▾   Message   +   ...

152 posts   1,025 followers   1,127 following



claudio\_bedini\_5   Following ▾

#GiffardapacWestCup2024  
#TheArtofBalance

Inspired by Little Richard's song Sally (Long Tall) and my love for 50/60's Rock/Jazz dance. This fizz-like highball is an approachable, bubbly, easy to drink and fun cocktail that represents the quality of life in that era.

Rose represents femininity in the drink and my dancing partner (Sally maybe) which marries perfectly with Bourbon enhancing each other's notes (as probably Sally and Uncle John did...) and the verjuice provides acidity (risks you take in a dancing competition) without taking away from the flavours. Peychaud Bitters adds a New Orleans touch while the Peach and Jasmine soda give the drink the bubbles a story like this deserves....

### The Dancing Rose 🌹

030ml Giffard Rose Liqueur  
30ml Whiskey Row Bourbon  
25ml Verjuice  
Egg Whites or foamer  
4 dashes Peychaud Bitters  
Peach and Jasmine Soda

Garnished with a Rose Water Edible Paint and dried rose petals

📷: @yourperfectphotographer  
📍: Your Workplace

@giffardaustralia @giffardasiapacific @3two1\_drinks  
#giffard #giffardasiapacific #giffardasiawestcup2024 #giffardwestcup  
#artofbalance #gwc2024 #artofmixing

#mixology #mixologist #bartending #craftcocktails #bartenderlife  
#cocktailoftheday

\*\*\*

Follow AND tag us  
@giffardasiapacific  
@giffardaustralia  
@3two1\_drinks

Picture of the cocktail and Giffard bottle (can contain your other ingredients/bottles)

Hashtag of competition and challenge name

Caption/story of the cocktail related to your hobby/recipe

Name of the cocktail and the recipe in ML

Name of the photographer (optional) & name of the bar you work at

Tag and hashtags **(Mandatory)**  
Add as many hashtags as you want (optional)

# RULES & REGULATIONS

## ONLINE SUBMISSION SCORING CRITERIA



### SCORING CRITERIA

#### INSTAGRAM POST (50%).

- **Photo (10pts):** Composition, contrast, lighting, color, tells a story.
- **Caption and story link with the theme - "The Art of Balance" (20pts):** Does the cocktail story telling around the hobby/passion is relevant with the cocktail creation.
- **Recipe (10pts):** how interesting it is, makes us want to know more and send you to the next round!
- **Expression of Giffard - Liqueur Matters (10pts):** Does the liqueur chosen shine or is it overshadowed? Was it use in a creative fashion that highlights its attributes?

#### VIDEO (50%).

- **Charisma (20pts):** Showmanship, skills. This is about communication, professionalism and how you engage us. Personality is key here.
- **Overall video quality (20pts):** how entertaining it is, how you engage us
- **Appearance of cocktail (10pts):** Visual appeal of the cocktail, appropriate glassware and its cleanliness, color of the drink, garnish selection and application.

#### BONUS

- **Popularity (5pts):** Based on number of likes on IG post and video
- **3Two1 portfolio (3pts):** If your cocktail includes 10ml of any other 3Two1 Drinks products



**SCORES WILL BE EVALUATED BY  
YOURS TRULY,  
3TWO1 DRINKS TEAM**



Maximum 10 participants in Australia will compete in the finals  
in Sydney - Monday 20th May 2024

# RULES & REGULATIONS

SECURE YOUR ENTRY (OPTIONAL)



## GIFFARD AUSTRALIA WEST CUP BACK-UP PORTAL

To ensure that your entry is properly received and accounted for, we encourage all contestants to take a moment to fill out this a simple Google Form.

After you have published your entry image, video, or reel, please use the provided link below or scan the QR code to access the form and submit your details.

This will help us organize and manage all entries effectively, ensuring that your hard work does not go unnoticed. Please follow the steps outlined in the form to secure your entry.



<https://forms.gle/KjMQBya63YAap8ix7>

***Thank you for your interest in GWC2024 &  
We wish you the best of luck in the competition!***

# RULES & REGULATIONS

## REWARD / PRIZES



## REWARDS / PRIZES

1

**Champions** of each state will win a Trip to Sydney for 3D/2N  
(26 to 28.05.2024)

and will be competing in the

**AUSTRALIAN Giffard West Cup Final 2024 on 20 May 2024**



2

**Australian Champion** will win a Trip to Vietnam for 4D/3N  
and will be competing in

**APAC Final 2024 in Ho Chi Minh City**



3

The **3 BEST** of the APAC Final will be win a **Trip to France for 4D/3N**  
and will be competing in

**Angers, France on 23rd September 2024**  
**with 15 other bartenders around the world**



**The Champion of the GWC GLOBAL Final**

*Giffard will bring you outside the bar to balance your life!  
Choose your cocktail destination and Giffard will offer you along with  
your plus-one flight tickets to discover an different cocktail cultures*

**2 round-trip flight tickets for the destination of your choice**  
(from a provided list Limit of 1500 euros per ticket - until end of 2025)

DEPUIS 1885

**GIFFARD**  
FRANCE

2024  
**GIFFARD**  
WEST CUP



THANK YOU  
AND GOODLUCK



# GIFFARD WEST CUP 2024

## APPENDIX



# THE ART OF BALANCE

CREATE A COCKTAIL WITH GIFFARD LIQUEURS  
THAT REFLECTS WHAT MAKES YOUR LIFE

**'BALANCED AS YOUR  
COCKTAIL CREATION'**

## LIST OF LIQUEURS ALLOWED IN YOUR CREATIONS

### 1. Giffard Classic liqueurs

- Amaretto (25%)
- Apricot Brandy (25%)
- Banana (25%)
- Blackberry (16%)
- Blackcurrant (Cassis d'Anjou) (16%)
- Blue Curacao (25%)
- Cherry Brandy (25%)
- Chocolate Brown (Cacao) (25%)
- Chocolate White (Cacao Blanc) (25%)
- Coconut (18%)
- Coffee (25%)
- Green Apple (Sour Apple) (20%)
- Green Melon (20%)
- Lychee (Lichi-Li) (20%)
- Mandarine (35%)
- Maraschino (25%)
- Mint (Menthe Verte) (21%)
- Orange Curaçao (25%)
- Passionfruit (16%)
- Peach (16%)
- Pomegranate (16%)
- Pink Grapefruit (20%)
- Raspberry (16%)
- Rose (16%)
- Rhubarb (20%)
- Strawberry (16%)
- Triple Sec (25%)
- Violet (16%)
- Watermelon (20%)

### 2. Giffard Premium Liqueurs

- Apricot Brandy - 25%
- Brazilian Banana - 25%
- Blackcurrant - 25%
- Caribbean Pineapple - 20%
- Wild Elderflower - 20%
- Ginger of the Indies - 25%
- Vanilla De Madagascar - 20%
- Piment D'Espelette (Chili) Pepper - 40%

### 3. Giffard Menthe-Pastille

- Other liqueurs and syrups brands are not allowed.



Download the  
**3Two1 Portfolio Here**