



*Mix your way
into
Cocktail Heaven*

Join the 5th Annual
Bols Around The World competition.

Submit your mix at www.bolsaroundtheworld.com



Nobody knows what heaven looks like, . . .
. . .But we will know soon what heaven tastes like!

We welcome you to the 5th annual Bols Around The World Competition.

Mix Your way into Cocktail Heaven!

Who creates the world's most divine cocktail? That's the question that rules the 5th Bols Around The World competition. We challenge you, and bartenders all over the world, to create a heavenly mix containing Bols liqueurs. Show us what you are made of and mix the ultimate Bols cocktail, with a taste experience that lifts every mortal soul to another level.

Your mix should have the potential to be the world's most popular cocktail in terms of flavour, looks, aroma, technique, ingredients, name, creativity and presentation. Your cocktail should have the potential to become a signature drink in bars, and be accessible to cocktail lovers around the globe.

The cocktail should contain at least one of the Bols Liqueurs (min. of 20ml / ¾ shot / ¾ oz).

Global Judging Panel

The Global Judging Panel consists of 4 carefully selected cocktail experts from the Northern, Eastern, Southern and Western part of the world. We are very proud that we have found the following experts willing to take a seat in the Global Judging Panel:

North: Europe	Wayne Collins	The internationally recognized award-winning bar trainer, one of the most knowledgeable, innovative & pioneering bartenders of today.
East: Asia	Shinn Araki	Internationally experienced head mixologist and bar manager, also giving liqueur & spirits seminars for professionals.
South: Africa, Australian, Middle East	Dylan Howarth	Authority communicator on spirits, cocktails and their culture, worked in many award winning bars, and currently Mixxit trainer.
West: North & South America	John Lermayer	Tales of the Cocktail award-winning mixologist, one of the Top Ten Hotel Bartenders in the world.

Shake Off. Angels at work!

The final shake off in Amsterdam will follow after the Global Judging Panel has decided who is ready to enter cocktail heaven!

Prize

The Bols Around The World Cocktail Master 2010 will win € 2500,-!

Timing

1 Sept. – 31 October 2010:	5th Global Bols Around The World competition live
November 2010:	Selection of 8 finalists by the Bols Global Judging Panel
December 2010:	Announcement finalists
February 2011:	Bols Global Shake Off in Amsterdam; selection of Bols Cocktail Master 2010

From September 1st you can upload your cocktail recipe online via www.bolsaroundtheworld.com.
The competition deadline is October 31st.

Good luck!!

Lucas Bols

Go to www.bolsaroundtheworld.com

