

July 2011

## PMA's Preliminary Qualification Entry

**Deadline:** Midnight, Wednesday, July 27<sup>th</sup>, 2011

**Submit to:** [calgarybartenders@gmail.com](mailto:calgarybartenders@gmail.com)

2011 marks an expansion of the Calgary Bartenders competition hosted by PMA. This allows us to open up the competition to interested bartenders within the city of Calgary and in other parts of Alberta. The **new** preliminary qualification round allows you to create a drink, upload it to You Tube and submit on line for an opportunity to compete in the finals on Wednesday, September 14<sup>th</sup>, 2011 at The Rhino in Calgary, Alberta.

### **Requirements:**

- **A two minute video (maximum) of your cocktail under the category "Born Again Classic".**
- **Tell us why you selected this cocktail to create for your submission in 200 words or less.**
- **Contact information including: Name, email, place of employment.**
- **Any one of the following spirits from PMA Brands may be used: Calvados Brandy, Gibson's Finest Canadian Whisky, Hendrick's Gin, Appleton Estate V/X or Reserve Rum, Skyy Vodka, Zubrowka Vodka, Skyy Infusions Vodka, Amarula Cream Liqueur, Milagro Blanco Tequila, Wild Turkey Bourbon and Marquis de Villard Brandy, Sailor Jerry.**

### **IMPORTANT DATES:**

**Deadline for Video submission:** Wednesday, July 27<sup>th</sup>, 2011. Judging will be completed by PMA and Barmetrix, making the final decision on the 12 competitors.

**Monday, August 1<sup>st</sup>:** Twelve bartenders will be notified of their qualification and what the two drink categories are for the 2011 challenge.

**Monday, August 15<sup>th</sup>:** Cocktail submissions including methodology, a complete biography of bartender and place of employment.

**Wednesday, September 14<sup>th</sup>:** Calgary Cocktail Challenge at The Rhino. Competition starts at 6 pm sharp.

***New this year for Black Box Competition:*** The top four bartenders with the highest scores for the two cocktails created for the competition will move forward to the "Black Box" Competition. There will be head to head semi final round with two bartenders competing against each other. The top score from each head to head competition moves on to the final round for the Black Box winner. Black Box ingredients will be revealed just prior to the semi finals. This should reveal the creativity and overall skills of the competitors.

### **For more information contact:**

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