



hermö  
GINVITATION

# COCKTAIL AWARDS

*Challenge your creativity in the High Coast of Sweden*

The winner of Hernö Gin Cocktail Awards 2018: Slamet Haryadi, M Bar, Mandarin Oriental, Hong Kong.



QUALIFICATIONS FOR SWEDEN, DENMARK, NORWAY AND FINLAND.

# Show us your backyard.

## YOU ARE INVITED TO HERNÖ GIN COCKTAIL AWARDS 2019.

*Welcome to enter Hernö Gin Cocktail Awards 2019. Skills, creativity and your ability to challenge your limits will take you to the semifinal where we will visit your backyard. And if you're playing it right you'll be grabbing a spot at the global final of Hernö Gin Cocktail Awards in the High Coast of Sweden. Your mission will be to show us your origin. Your terroir. Many are called, but few will be chosen. In the end there can be only one.*

### SHOW US YOUR DNA.

For the seventh year in a row we organize the most challenging and creative cocktail competition in the world. This year's challenge to get through to the global final is to show us your DNA. Where you are from. What flavours did you grow up with? The global final will be all

about to interpret and express our terroir, Hernö. Welcome to the distillery in the heart of The High Coast of Sweden. But for now, we want to visit your backyard, what's your terroir? The qualifications to the global final starts February 1<sup>st</sup>. Entry deadline is Mars 31<sup>th</sup>.

### ENTER THE GAME

*Create a cocktail with flavours from your backyard. You can use any gin from the Hernö range. Tell us your story of who you are and where you are from.*

**STEP ONE: BE CREATIVE.** Create a cocktail to express your backyard. Be creative, think outside of the box. It doesn't literally have to be from your very own backyard. Write a description of your ideas and thoughts about the cocktail. List the ingredients and describe your process. Simplicity is key.

**STEP TWO: BE SOCIAL.** Sign up by posting a photo and a description of your cocktail on Instagram and use #hernobackyard in your caption.

**STEP THREE: GREET US.** If you are one of the few chosen semifinalists we will visit you in your backyard. A Hernö Gin representative will contact you to book a visit.

**WINNER TAKES IT ALL.** Five Nordic bartenders will go through to the global final of Hernö Gin Cocktail Awards in The High Coast of Sweden August 23<sup>rd</sup>–24<sup>th</sup>.

### IMPORTANT DATES.

- Qualifications for the Nordics starts February 1<sup>st</sup> 2019.
- Entry deadline for Nordic qualifications is Mars 31<sup>th</sup> 2019.
- Winners will be contacted before April 30<sup>th</sup> 2019.
- Global final is held August 23<sup>rd</sup>–24<sup>th</sup> 2019.

**QUESTIONS.** If you have any questions, please email [callemagnusson@altiacorporation.com](mailto:callemagnusson@altiacorporation.com).

**SAVE THE DATE: AUGUST 24<sup>TH</sup>.** Whether you grab a spot or not, be sure to attend the greatest gin event of the year.

