



THE TIKI PUNCH-UP: TALES OF THE COCKTAIL 2010
OFFICIAL DRINK CONTEST

Create your signature Planter's Punch

Tales of the Cocktail in partnership with *Culinary Concierge Magazine*, *Tasting Panel Magazine* and *CocktailTimes.com* invite you to submit a winning recipe for the Official Cocktail Competition of the 8th Annual Tales of the Cocktail.

For our eighth anniversary, we are punching things up with our annual cocktail competition. If you think your skills are up to the challenge, we would like you to create a Planter's Punch that we can use as our official cocktail at this year's event.

Almost every famous Tiki drink is based on the Planter's Punch. The Zombie is a turbo-charged Planter's, while the Mai Tai simply adds Curacao and Orgeat to the classic Planter's formula of rum, lime, and sugar. For the 2010 Tales of the Cocktail official cocktail competition, we invite you to create an original Tiki drink using the Planter's Punch formula as your template.

Bartenders all over the world have been turning back the clock to rediscover forgotten drinks and recipes. This is very appropriate as "Don The Beachcomber, who kicked off the national craze of Tiki drinks was actually born in New Orleans," said Jeff Berry

Jeff "Beachbum" Berry, noted Tiki historian and author, and a judge for this competition, provides the following definition for your Planter's Punch:

Your drink must contain (but is not limited to) rum, citrus, and sweetener. Using more than one of each element is not only permitted, it's encouraged: for example, the original Zombie mixes three different kinds of rum and two different citrus juices, sweetened with three different syrups and a liqueur. Your goal here is not to create a pointlessly complicated recipe, but a harmonious one that balances sweet and sour, strong and light, fruity and dry, providing new layers of taste from the opening notes to the mid palate to the finish.

Tiki drinks celebrated "the cocktail as conversation piece," so garnish accordingly. Drinks will be judging not only on taste and originality, but visual appeal. And as much as we love them, no Tiki mugs: a level playing field requires that we restrict you to glassware. (We also want to see what your drink looks like.)

RULES:

1. Competition is open to any bartender currently working in the bar, restaurant or spirits industry.
2. Each participant shall use the official entry form posted at TalesoftheCocktail.com
3. All recipes shall be original creations.
4. Recipes shall be expressed in ounces, drops, or dashes and scaled for a single serving.
5. Your cocktail must utilize at least one of the spirit brands listed below:
6. All ingredients utilized should be expected to be available to most bars or easily acquired/made.
7. All ingredients should be available year-round, so nothing seasonal. And all ingredients should be obtainable -- or should be able to be made from scratch -- without undue difficulty or expense anywhere within the continental US.
8. Cocktails made with inappropriate ingredients will be disqualified with determination of what constitutes an inappropriate ingredient up to the discretion of the staff of Tales of the Cocktail and the judging committee.
9. Cocktails will be judged on Originality, Use of product, Taste, and Presentation.
10. You do not need to be present to compete or win.
11. First prize winner will receive \$1,250 cash and be the "Official Cocktail" of Tales of the Cocktail 2010
12. Second place winner will receive a Tales of the Cocktail 2010 Founder's Day pass valued at \$750.00 cash and third place winner will receive Tales of the Cocktail 2010 day pass valued at \$175.00
13. Winning recipes will be featured with photography in the summer issues of *Culinary Concierge Magazine* in New Orleans and *The Tasting Panel Magazine*
14. Winning recipes will be featured with photography on CocktailTimes.com and www.Drinkboy.com
15. Winning recipe will be featured in the 2010 Tales of the Cocktail recipe book produced by Mud Puddle books.
16. Winning recipe will be featured at TalesoftheCocktail.com and multiple events at Tales of the Cocktail 2010

Cocktail Competition Timeline:

February 22, 2010

Entry forms due to Tales of the Cocktail

Judges review entries and are narrowed down to 10 finalists. Judges include Anthony Dias Blue, Robert Hess, Jeff Berry and Stephen Remsberg.

Early Spring 2010

Winners announced

SPONSOR PRODUCTS:

Your drink must feature at least one of these products.

If one of these brands is not available in your market please email me at ann@talesofthecocktail.com and we will ask the supplier to send you a sample.

Available Spirits and Products:

10 Cane Rum
Appleton Estate Extra 12 Year Old
Appleton Estate Reserve
Bacardi Select
Bols Liqueur
Captain Morgan Rum
Chairman's Reserve Rum
Clement Sirop de Canne
Cointreau
Crusoe Rum
Cruzan Black Strap Rum
Don Q Anjeo Rum
Don Q Cristal Rum
Driscoll's Berries
Fee Brothers
Fever Tree
Funkin Purees
Grand Marnier
Mahiki Rum
Margaritaville Rum
Myers's Dark Rum
Mount Gay Rum
Navan
Old New Orleans Rum
Oronoco Rum
Pampero Aniversario
Pyrat Rum
Rhum Clement Creole Shrub
Rhum Clement Premiere Canne White Rum
Rhum Clement V.S.O.P.
Rhum J.M Blanc (White)

Rhum J.M Paille (Gold)
Sailor Jerry Rum
Seven Tiki Fijian Spiced Rum
Smith & Cross Traditional Jamaican Rum
Tommy Bahama Golden Sun Rum
Tommy Bahama White Sand Rum
Trader Tiki Exotic Syrups-Cinnamon, Orgeat, Don's Mix, Don's Spices #2
Zacapa Rum