

BATTLE OF THE BOTTLE



What to do and how to do it

This is a Cocktail Competition like no other. Open to ANYONE that can make a cocktail. We break boundaries, disciplines and countries bringing the entirety of the bartending world, and beyond together.

THE AVENUE

OCT & NOV 2022

3-10 Oct: Europe

10-17 Oct: Asia

17-24 Oct: Americas

24-31 Oct: Africa

14-21 Nov: FINAL

Hosted on The Avenue. A live streaming platform designed to make you money. Each video you create has two TIP jars that viewers can TIP real money.

There are 4 heats & a final. There are 3 ways you can make the final.

Once your video is online, it can continue to keep earning you TIPS forever!

SPONSORS



LIBBEY®



More sponsors will be added as they come on board

What you need to do



- **Make a video of yourself** making your signature cocktail.
- Your video must be no longer than **10 mins**
- You may **edit your video**.
- **Sponsor products** must be used where necessary.
- Any type of cocktail is allowed. The recipe must be added to the **TOP of your comments** section on your video.
- **Upload your video** to The Avenue on your scheduled performance date.
- **Be present online**, on the avenue when your video premieres.

How do I do this?



To take part in this competition you need to:

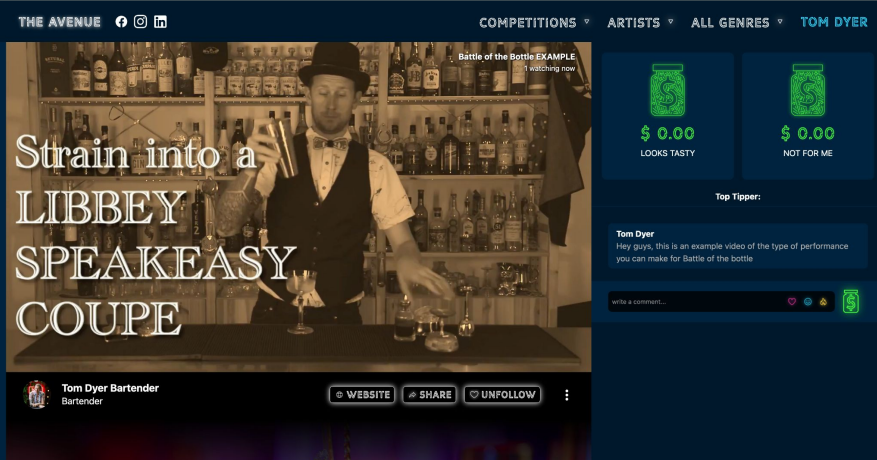
- **SIGN UP & REGISTER**
 - If you have any questions, please contact info@theavenue.live for assistance.
- **SCHEDULE** your show through your dashboard.
- **SHARE** your unique link to the world to gain as many viewers of your video when it goes live.
- **BUILD** your audience by USING The Avenue platform before the competition.

WHAT YOU MUST DO

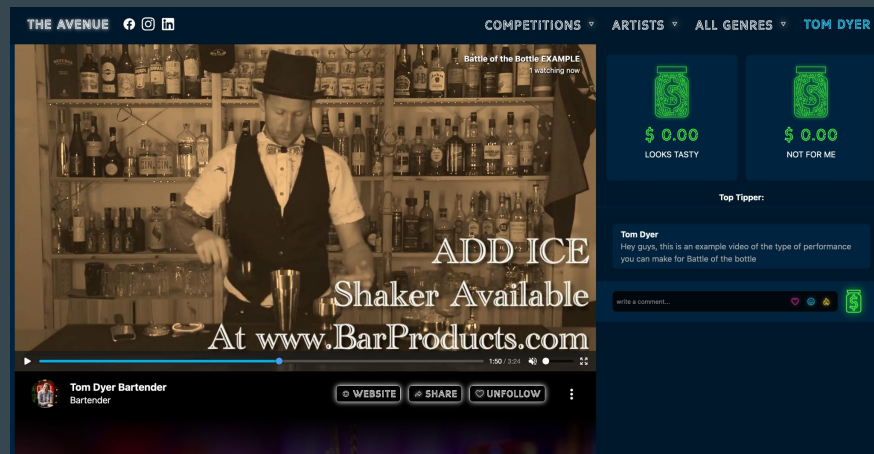


- **Write** the **FULL cocktail specifications** the comments box of YOUR video/performance **BEGINNING AND END.**
 - Cocktail name
 - Ingredients and measurements (remember to brand name sponsor products)
 - Method
 - **LIBBEY Glass used / preferred** - You're not required to use a LIBBEY glass if you can't get one, but you **MUST** label a specific LIBBEY Glass in your cocktail specs.
 - Garnish
- **Mention BarProducts.com** by voice or with text on screen. For Example:
 - **"using my [INSERT BAR TOOL / EQUIPMENT] I got from Barproducts.com" or "You can get this XXXXXX tool from BarProducts.com"** - PLEASE NOTE: You do not have to use specific BAR PRODUCTS tools, but you **MUST** mention them in your video.
- **Use ODK PRODUCTS** in your cocktail - **EUROPE HEAT ONLY!**
 - **BUY HERE - <https://www.orsadrinks.com/>**
- **Use VERAYS GIN PRODUCTS** in your cocktail - **EUROPE HEAT ONLY!**
 - **BUY HERE - info@veraysgin.com** - MENTION BATTLE OF THE BOTTLE FOR 50% DISCOUNT - WEBSITE COMING 15TH SEPT
- Watch the **VIRTUAL BOOTH** from each sponsor, comment with your name, location and where you work.
 - Links will be provided when necessary via instagram or email.

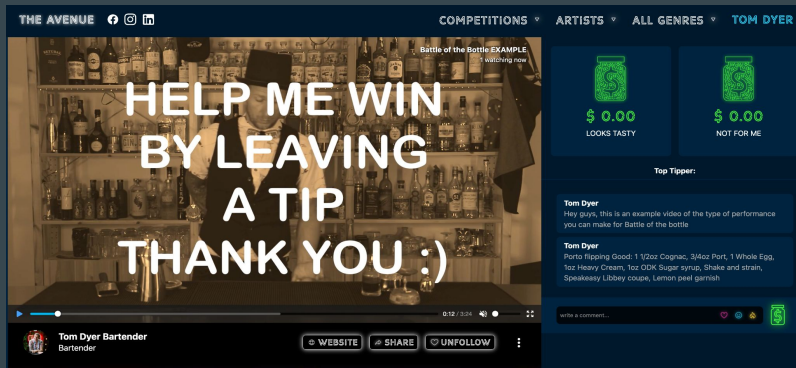
See example on the next page.



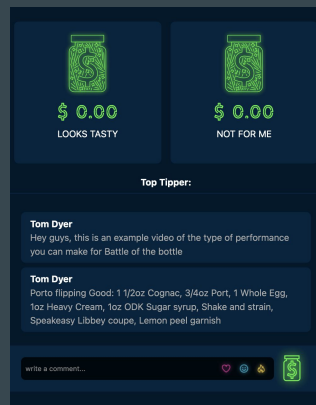
Mention the LIBBEY glass



Mention Bar Products . com



A call to action, to get viewers to tip!



Add recipe to comments section

WATCH
THIS
VIDEO
HERE

SPONSORS / VIRTUAL BOOTHS

STANDARD SPONSORS

For **ALL SPONSORS** competitors will be required to watch their **"VIRTUAL BOOTH"**. This will be a short video uploaded to The Avenue platform which will talk about the brand. Your task is to watch the video comment your; **NAME, COUNTRY & CITY, and WHERE YOU WORK** Failure to do so will result in not being paid your prizes / tips.

Sponsoring the Americas Heat

- Phade Straws
- Spill Stop



Sponsoring the Finals

- Flavour Blaster
- Veray's Gin



PREMIUM SPONSORS

For all premium sponsors you will also be required to watch the virtual booth plus complete the tasks outlined on [page 6](#)

Sponsoring the Entire competition

- Libbey
- BarProducts.com



Sponsoring the Europe Heat

- [ODK Mixers](#)
- VERAYS Gin



CLICK ON THE SPONSOR NAME TO WATCH THIS VIRTUAL BOOTH VIDEO. RULES WILL BE UPDATED WEEKLY WITH MORE VIRTUAL BOOTH LINKS, SO PLEASE CHECK BACK

TELL ME MORE!

- Each round will last 1 week: Monday to Monday.
- There are 3 different ways to make it into the **FINAL**.
 - Place in the **top 4 (top 8 for European Heat)**
 - Earn over **\$500 in TIPS** (Maximum up to two weeks after your heat)
 - Earn a **'SAVE'** from the judges. Each judge can SAVE put one competitor directly into the final.
- It is recommend to donate a portion of your **TIPS to charity** to generate more POINTS.
- HEATS - **PRE-RECORDED VIDEOS** that you upload: Videos CAN be edited.
- FINAL - **PERFORMED LIVE** on The Avenue.
- There is no limit to **HOW or WHERE** you make your cocktail.
- Make a good cocktail, in a good location and promote your performance online and you will do well.
- You **DON'T** have to be a **world champion bartender** to win this competition!

YOUR FIRST STEPS AS A COMPETITOR

1. **Schedule your “performance”** / video entry via your dashboard.
2. Copy your unique link and QR code.
3. **SHARE YOUR LINK** and QR code through:
 - a. Through your social media
 - b. To friends and family
 - c. Co-workers and Colleagues
 - d. Regulars and guests at your bar
4. **PREPARE your video** ready to upload on the FIRST day of your HEAT.
 - a. You can schedule the performance before your video is ready
5. **Have fun** with your video, **enjoy** and don't forget to tell everyone you know about your entry into BATTLE OF THE BOTTLE and how **THEIR TIPS** can help **YOU WIN!**

MEDIA PARTNERS



More will be added as they come on board

SUPPORTED BY THE TWO BIGGEST BARTENDER ASSOCIATIONS IN THE WORLD



WORLD FLAIR ASSOCIATION

Over 15,000 active members around the world with a large social media following. They will be supporting and promoting BOTB through their channels. They are also an Ambassador of The Avenue.

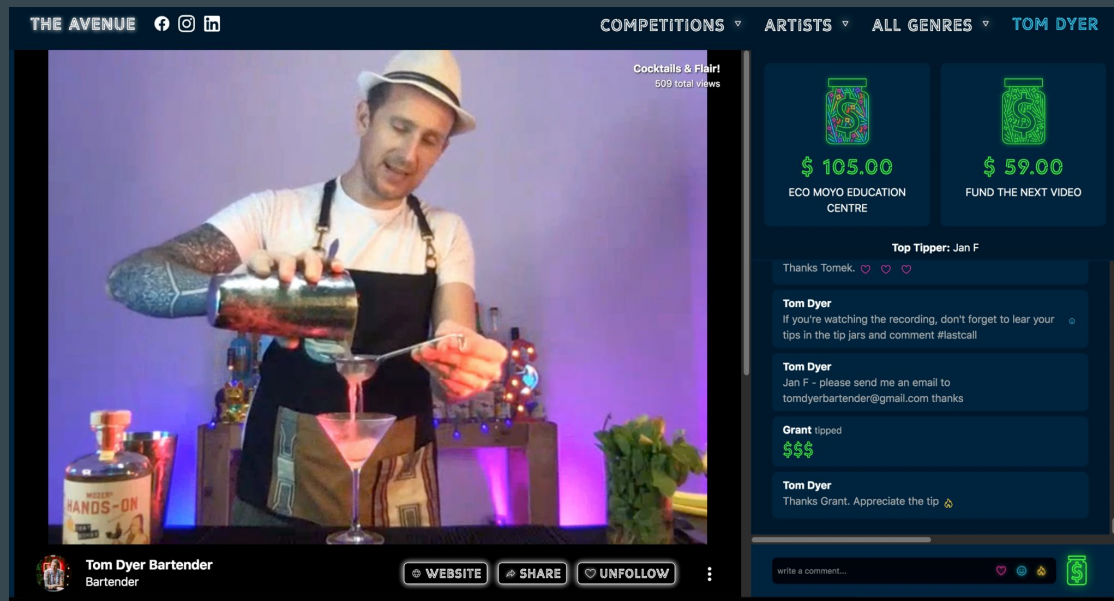


INTERNATIONAL BARTENDERS ASSOCIATION

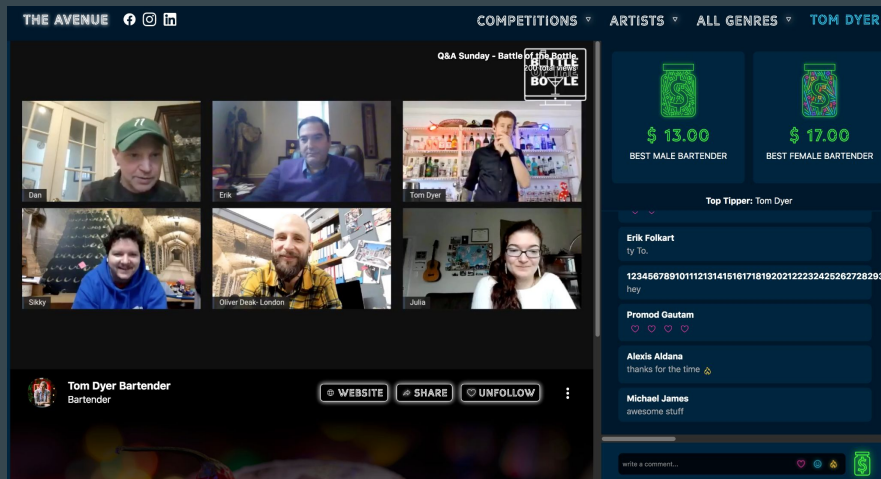
The biggest bartender association world wide. The IBA have agreed to share BOTB out to their constituencies and guilds with a potential reach of millions of bartenders across the world.

HOW YOU'RE JUDGED

- Each video has 2 TIP jars where viewers can **TIP real money.**
- The more TIPS you make the more points you make **\$1 = 1 point**
- The panel of judges will also be given **\$200 EACH to TIP** on their favourite bartenders during the **JUDGES LIVE SHOW!**
- Judges will be looking at **CREATIVITY, LOCATION, COCKTAILS, SPONSORS**
- The more viewers you get to your video the more tips you will make. a



LIVE JUDGING SHOW



Every **Monday** at the end of each round, Tom Dyer will host the ‘**Live Judging Show**’ where we will see the judges give out their tips live on the show.

Each judge will be given **\$200 EACH to TIP on your videos.**

Each judge will also have **ONE SAVE** - This person will make it directly into the finals.

ALL JUDGES TIPS WILL BE ADDED MANUALLY AND THE FINAL RESULTS WILL BE UPDATED AND POSTED ON THE AVENUE INSTAGRAM ACCOUNT WITHIN 24 - 48 HOURS.

JUDGING CATEGORIES

Creativity

This is the creativity overall of your performance. Remember you can present / **make the cocktails in any way you want**, using any technique or style you want.

Location

The WORLD is literally your stage. You can film your video absolutely anywhere you want! The better the location the more you stand out! Use your bar, a famous landmark, somewhere beautiful or perhaps make a cocktail in bed :)

Cocktails / Skill Set

Although the judges obviously cannot taste your drinks, they will be looking for your drinks to be made well. This is also EXTREMELY important for the sponsors. Bartenders that make **poorly made cocktails will not be considered.**

Sponsor

Our sponsors as with most competitions are the ones that help make this happen and we want to ensure we can do this competition on a more regular basis, so thanking/**promoting our sponsors** is going to be a part of this competition.

LIVE LEADERBOARD

Stay up to date on your standings on the **LIVE LEADERBOARD.**

Find out where you're placed and get prepared to push your video and earn more TIPS.

Watch the TIPS fly in the more you share about your video.

NOTE: All those numbers in the image are dollars from the latest breaking bread competition hosted on The Avenue platform.



Scoreboard

Current Round 1/4

Artist	Week Points	Total Points
▼ The Lefty Chef	812	812
▼ Chef Tony	580	580
▼ Geneva Collins	449	449
▼ Chef Jesse Seward	252	252
▼ Shelby Henderson	106	106
▼ Gary Hynson	93	93
▼ cedric mceachin	75	75
▼ Royalty	56	56
▼ Ashley Lee	34	34
▼ Kathleen O'Brien Price	26	26

MONEY MONEY MONEY!!!

HEATS CASH PRIZES

1st - \$350 & BOTB limited edition merchandise

2nd - \$200 & BOTB limited edition merchandise

3rd - \$125 & BOTB limited edition merchandise

4th - \$50 & BOTB limited edition merchandise

FINAL CASH PRIZES

1st - \$1150 & BOTB limited edition merchandise + a Flavour Blaster

2nd - \$850 & BOTB limited edition merchandise + a Flavour Blaster

3rd - \$750 & BOTB limited edition merchandise

4th - \$550 & BOTB limited edition merchandise

5th - \$450 & BOTB limited edition merchandise

6th - \$350 & BOTB limited edition merchandise

1. THE TIPS

80% of your TIPS goes directly to YOU

20% goes to the Avenue, pays for transactions and the platform

2. YOUR SCOUTING LINK

Make more money. Invite friends to The Avenue and receive 5% of all their TIPS for a whole year

3. PROMOTION

The winners of each round will be highlighted on the @libbeypro social and Libbey website.

ALL TIPS WILL TAKE 24 HOURS TO CONFIRM.

SCHEDULE

Week 1 - Europe

- 3rd Oct: All European Competitors SCHEDULE your video to go live on this date
- 9th Oct: Public Tipping Finishes
- 10th Oct: Judges Tipping and live shows
- 12th Oct: European Heat Winners announced

Week 2 - Asia & Australia

- 10th Oct: All Asia/ Australia Competitors SCHEDULE your video to go live on this date
- 16th Oct: Public Tipping Finishes
- 17th Oct: Judges Tipping and live shows
- 19th Oct: Asia & Australian Heat Winners announced.

Week 3 - Americas (north & south)

- 17th Oct: All Americas Competitors SCHEDULE your video to go live on this date
- 23rd Oct: Public Tipping Finishes
- 24th Oct: Judges Tipping and live shows
- 26th Oct: Americas Heat Winners announced

Week 4 - Africa

- 24th Oct: All African Competitors SCHEDULE your video to go live on this date
- 30th Oct: Public Tipping Finishes
- 31st Oct: Judges Tipping and live shows
- 2nd Nov: African heat winners announced

ONE WEEK BREAK

Week 6 - Final

- 14th Nov: All FINALIST Competitors SCHEDULE your video to go live on this date
- 20th Nov: Public Tipping Finishes
- 21st Nov: Judges Tipping and live shows
- 23rd Nov: Finalist Winners announced on live show

SIGN UP NOW!