



MICHELAD GUIDELINES

MICHELAD is proud to bring recognition to venues all across the globe who has the love and respect for our favourite drink.

ONE TARRO

ONE TARRO means you can safely order a miche in this establishment without worrying of an over-spiced tomato smoothie or a weird IPA michelada that just won't work. The safe space award. The solid miche award. For this venue to receive this award must be well balanced as per our rating card below.

DOS TARROS

DOS TARROS for those who not only get the flavour right, but they send you back home, drinking with your buddies when skipping school. The good times, this is the melancholic award. Means you've achieved a perfect miche.

TRES TARROS

TRES TARROS will be given for outstanding flavours and creativity. This menu must be beyond a great miche, it must have its dedicated michelada menu with at least 3 variations. Once approved the plaque will be made to order and delivered in person by a local ambassador.

FLAVOUR PROFILES

Although we respect personal taste, us as a decor must establish flavour profiles to follow.

A michelada must contain:

Black sauces

Hot sauces







Tomato or clamato juice,

Ice

A michelada to deserve an award must hit this charge with no more that 10 points away from the target IN TOTAL

Michelada Taste Card













Score each category from 1 (Low) to 10 (High)

	1	2	3	4	5	6	7	8	9	10
Acidity										
Sweetness										
Chilli Heat										
Herbs and Spices										
Umami										
Heaviness										

EXAMPLE

Michelada Taste Card

Score each category from 1 (Low) to 10 (High)

	1	2	3	4	5	6	7	8	9	10
Acidity										
Sweetness										
Chilli Heat										
Herbs and Spices										
Umami										
Heaviness										

In this example this michelada scored;

Acidity -1

Sweetness -2

Chilli Heat -1

Herbs & Spices -1

Umami -1

Heaviness -5

This totals -11 which means it does not qualify for any tarros