

# GIN JUBILEE

BY EAST IMPERIAL

Create a signature G&T that tells a story. Minimum 30ml Paired Gin and 50ml East Imperial tonic of choice. Maximum 5 ingredients including garnish.

Tell us how and why this drink exists, and how it fits within the realms of toasting the tradition that is Tonic & Gin culture.

The cocktail must be on the menu at the venue from Monday 15th May - 27th May, with use of available P.O.S.

The judging template will be made up of:

## 01. Gin & Tonic Judging

## 02. Instagram Voting

# GIN JUBILEE 2023 JUDGING CRITERIA & RULES

## 01. Gin & Tonic Judging ( 40 Points ) Judging Period : 16th - 26th May

A group of special guest judges (selected by Wholly Spirits) will judge each entrants' G&T on the criteria below. A total of two (2) judges will be assigned to each bar.

Bars will be informed of judges & will be sent a judging sheet so that they are aware of what they will be judged on. Judges will get 1 drink each and it will be FOC – covered under the 3 FOC gin bottles & 2 FOC East Imperial cases.

- Knowledge of East Imperial brand and chosen tonic : 5 points
- Knowledge of paired gin : 5 points
- Story behind G&T conceptualisation : 5 points
- Overall G&T presentation : 10 points
- Jubilee G&T taste profile : 15 points

## 02. Instagram Voting ( Total Pool Of 60 Points For All Bars ) Judging Period: 15th - 27th May

Based on the account proportion of total Gin Jubilee Kuala Lumpur votes (pool of 60 points). Public needs to:

Step 01 : Take a picture of your Jubilee Gin & Tonic concoction.

Step 02 : Post the image and tag your Bar as the location.

Step 03 : Tag East Imperial & Official Hashtags - **#GinJubilee2023 #EastImperial**

*For example:*

Total of all Instagram votes during jubilee : 1000

Bar 'A' Instagram votes: 650

Bar 'A' portion of total votes: 65%

Bar 'A' points out of 60 : 39

**PLEASE NOTE each customer will have only one vote per bar counted towards the total. Reposts are strictly not allowed.**

