

2021 "SAVOR THE COCKTAIL" CONTEST
June 1 – August 31, 2021



The Park City Area Restaurant Association is currently seeking member restaurants to participate in the 2021 "Savor the Cocktail" contest. This online Cocktail Contest, which will run June 1 – August 31, 2021. This new extended timeline will allow us to market all entries throughout the summer and drive diners/sippers/voters to your establishment!

Local establishments are encouraged to develop a summer cocktail recipe that reflects Park City's spirit. The winning cocktail and establishment will be highlighted/featured in a marketing campaign following the contest... not to mention bragging rights! The winning mixologists will earn a \$500 cash prize and city-wide recognition. In addition, winning establishment will have the opportunity to collaborate with Top Shelf in a future Bartenders Box!

BENEFITS OF AN ONLINE CONTEST:

1. PCARA will market all participating establishments, driving patrons in to purchase the cocktail so they can vote online.
2. All revenue collected from cocktail sales remain with establishment.
3. All marketing efforts will be provided at no costs by the PCARA (digital, radio, posters, etc.).
4. Voting will take place on the PCARA website. Each participating restaurant will have their recipe, picture and video (optional) displayed on the Cocktail Contest page.

Voting results will be shown live so that guests can follow the action and see who is winning at any given time throughout the contest. Cocktails can only be voted on once per email, per cocktail, by voters 21 years and older.

ENTRY DEADLINE: Friday, May 28, 2021. ONCE ENTRY IS SUBMITTED RECIPE CANNOT BE CHANGED. Entry must include the following elements:

1. Application – Please print clearly so we can ensure your entry is correct online. You may also type up your recipe and submit.
2. Recipe (please write clearly and give ample detail - we will post this information on the website)
3. Picture of Cocktail
4. Video of Bar Tender making cocktail – **Optional**
5. Facebook Live event (we will help coordinate this)

HOW TO ENTER:

1. Review competition rules below
2. Send your application, recipe, picture, video (optional) **no later than Friday, May 28, 2021** to: gingerwicks@icloud.com

Entry Checklist:

- Application
- Recipe (please write clearly and give ample detail - we will post this information on the website)
- Picture of Cocktail
- Video – options



2021 "SAVOR THE COCKTAIL" CONTEST RULES

PLEASE CHECK EACH BOX INDICATING YOU UNDERSTAND AND AGREE TO THE RULES:

- Cocktail must be featured on participant's menu or marketed through other means throughout the contest (June 1 – August 31, 2021)
- Once Recipe has been submitted it CANNOT be changed.
- Per State Liquor Laws, Cocktail must not exceed more than 2.5oz of "Hard Liquor".
- Participating mixologist and establishment release all rights to the cocktail recipes submitted to the Park City Area Restaurant Association.

PLEASE PRINT CLEARLY OR TYPE (PREFERRED) INFORMATION & SUBMIT

Recipes will be posted on the PCARA website.

Establishment Name: _____

Mixologist Name: _____

Establishment Manager: _____

Mixologist Phone: _____ Mixologist Email: _____

Cocktail Name: _____

Cocktail Recipe:

Please Note: Per State Liquor Laws, Cocktail must not exceed more than 2.5oz of "Hard Liquor".

Spirits:

1. _____

2. _____

3. _____

Other Ingredients:

1. _____

2. _____

3. _____

Recommended Style of Glassware (*Martini, Collins, Old Fashioned etc.*):

Garnish: _____

Method/Directions: _____

EXAMPLE OF COCKTAIL RECIPE SUBMISSION

More detail is better!

NAME OF COCKTAIL

1. Liquor
2. Liquor
3. Other Ingredient
4. Other Ingredient
5. Other Ingredient
6. Other Ingredient

Method: Shake all ingredients with ice, strain over fresh ice into a rock glass.

Garnish: Lemon twist & sprig of mint.