



DARE TO PISCO GETAWAY COMPETITION

A cocktail competition for professional bartenders with the overall winner awarded
an incredible trip to Peru!

Entries open 26 Oct - 11 Dec 2015

VALUED
AT OVER
\$6k



To find out more email: info@thepiscopeople.com.au or go to www.thepiscopeople.com.au

To officially launch its products in Australia, *The Pisco People* is running a 'Dare to Pisco – Getaway' cocktail competition for professional bartenders, with the overall winner awarded an incredible trip to Peru, the land of pisco.

- The competition opens for entries on Monday 26 October 2015 with finalists from five state categories (QLD, NSW/ACT, VIC/TAS, WA, SA/NT) invited to compete in a national final in Victoria.
- The competition is open to professional bartenders working in a bar stocking any of *The Pisco People* products. Each bartender is invited to submit their favourite pisco inspired cocktail incorporating the competition theme 'Getaway'.
- Each cocktail entered in the competition will be scored out of 100, with points awarded for flavour and creativity (60 points); creativity in responding to the 'Getaway' theme (20 points); use of social media to promote the cocktail (10 points); creative listing and promotion of the cocktail in-house (10 points).
- Competition entries will close on Friday, 11 December 2015, with Secret shoppers visiting shortlisted entries from each state between Saturday, 12 December 2015 and Saturday 10 January 2016.
- State finalists will be announced on Wednesday 13 January 2016.
- For the top-scoring entries who make it to the 'Dare to Pisco - Getaway' final, a national final competition in Victoria is on the cards, with mystery box challenges set by *The Pisco People's* ambassador Daniel Monk.
- Dan, an award-winning mixologist and manager of Fitzroy's iconic The Rum Diary Bar, will host the finalists in a holiday house on the Mornington Peninsula from Sunday 31 January to Tuesday 2 February 2016, with the overall winner announced at the end of the competition on Tuesday 2 February 2016.
- *The Pisco People* will pay for flights to Melbourne and accommodation in Flinders on Victoria's beautiful Mornington Peninsula. Finalists just needing to bring themselves and their imagination.
- And the 'Dare to Pisco – Getaway' competition prize you ask? Well, the National winner will be flown to Peru for the trip of a lifetime. They'll visit the top bars and restaurants and attend a pisco cocktail masterclass in Lima, after which they will travel to *The Pisco People* bodegas in the Ica Valley for tastings with the distillers, before being whisked off on a tour of the Nazca Lines and taken sand surfing in Huacachina.
- To claim this amazing prize, the winner must be available to travel to Lima for 7 days from 21 March 2016.



To enter **Dare To Pisco – Getaway Competition** email us at info@thepiscopeople.com.au and we will send the entry form.



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#DareToPisco