



worldclass

Diageo RESERVE WORLD CLASS CANADA 2015 ANNOUNCEMENT

We are pleased to announce that Diageo RESERVE WORLD CLASS CANADA, the country's largest and most prestigious bartending competition is back!

This year Diageo RESERVE WORLD CLASS CANADA is bigger and better than ever. Canadian mixologists will be raising the bar like never before and the winner will represent Canada on the global stage in South Africa competing against bartenders from 57 other countries.

Diageo RESERVE WORLD CLASS is transforming fine drinking and cocktail culture around the world as the industry's largest bartender competition, training and education program. Diageo RESERVE WORLD CLASS discovers and celebrates the next generation of bartending talent who bring the latest mixology trends and fine drinking experiences to the best bars worldwide. At the core is an outstanding, global training program and internationally recognized platform that elevates the craft of the bartender and culminates in an annual luxury landmark week where the Diageo RESERVE WORLD CLASS Bartender of the Year is announced. Diageo Reserve WORLD CLASS is widely recognized as a mark of sophistication and distinction of fine drinking culture by bartenders and customers around the globe. As Simon Difford, author of the Difford's Guide puts it, *"I was one of the judges in the first year of World Class and have watched it grow into one of the industry's most prestigious bartending competitions."*

The WORLD CLASS program is focused around some of the finest spirits in the world from the Diageo Reserve collection of luxury spirits— KETEL ONE® vodka, CÎROC®, TANQUERAY® No.TEN™ gin, DON JULIO® tequila, ZACAPA® rum, BULLEIT® Bourbon Whiskey, CROWN ROYAL RESERVE® Blended Whisky, JOHNNIE WALKER® BLACK LABEL®, JOHNNIE WALKER® GOLD LABEL RESERVE™, JOHNNIE WALKER® PLATINUM LABEL™ and JOHNNIE WALKER® BLUE LABEL™ Blended Scotch Whiskies, THE CLASSIC MALTS SELECTION® of Single Malt Scotch Whiskies, GRAND MARNIER® and PIMM'S® Liqueurs – to create the most exceptional rituals, perfect serves and fine drinking experiences in the industry.

Deemed by last year's Diageo RESERVE WORLD CLASS CANADA bartender of the Year winner, Grant Sceney as *"the bartending competition every bartender wants to win because it challenges every facet of what makes a bartender great,"* Diageo RESERVE WORLD CLASS is renowned for elevating the craft of bartenders; they wear with a badge of honour and it is recognized worldwide.

This is the first time Diageo RESERVE WORLD CLASS CANADA will introduce regional finals, which gives 64 bartenders the chance to perform at WORLD CLASS standards and receive personalized expert feedback on their cocktails, technique, and performance.

The winner from each region will automatically advance to the Canadian final along with the top six highest scoring bartenders from all four regions combined. The top ten will then compete for the Canadian title in Chicago alongside their American counterparts who will be vying for the US title. This unique opportunity gives Canada's mixologists the chance to perform for some of the best and most renowned judges in the world, while fostering across-the-border support and camaraderie.



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To participate, Canadian bartenders must submit an original cocktail recipe online with photo featuring at least one brand from the Diageo RESERVE Collection. Each cocktail will be judged by Canada's two previous WORLD CLASS winners who will choose sixteen bartenders from four regions in Canada to compete in the regional finals. Submissions can be made via <https://www.facebook.com/#!/WorldClassCanada> beginning April 9th and closing April 20th.

We look forward to welcoming your mixologists to WORLD CLASS CANADA and elevating their craft. Key dates are included below and full details, contest rules and regulations are available via Facebook at WorldClassCanada <https://www.facebook.com/#!/WorldClassCanada>

If you or your bartenders have any further questions, please ask your local WIRTZ representative or contact WorldClassCanada@evangelinpr.com.

- March 19th – WORLD CLASS FACEBOOK Page Updated for 2015 <https://www.facebook.com/#!/WorldClassCanada>
- April 9th – WORLD CLASS Entry Portal opens – via Facebook at WorldClassCanada
- April 20th – WORLD CLASS Entry Deadline - via Facebook at WorldClassCanada
- May 3rd – Mid-West Regional Final – Calgary, Alberta
- May 5th – BC Regional Final – Vancouver, British Columbia
- May 11th – Ontario Regional Final – Toronto, Ontario.
- May 13th – Quebec Atlantic Regional Final – Montreal, Quebec
- June 21st – June 25th – WORLD CLASS CANADA Finals in Chicago
- August 28th – September 5th – DIAGEO WORLD CLASS Global Finals in South Africa