



worldclass

DIAGEO RESERVE WORLD CLASS CANADA 2015 Q&A

Q: What are the most important dates I should be aware of when it comes to WORLD CLASS?

A:

- 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

Q: What is Diageo Reserve WORLD CLASS?

A: Diageo Reserve WORLD CLASS is transforming fine drinking and cocktail culture around the world. The industry's largest, most credible investment in the luxury on trade, it 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 Best Bartender in the World 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.

Throughout the year, Diageo Reserve WORLD CLASS bartenders are trained with some of the finest spirits from the Diageo Reserve collection of luxury spirits– KETEL ONE® vodka, CÎROC®, TANQUERAY® No.TEN™ gin, DON JULIO® tequila, ZACAPA® rum, JOHNNIE WALKER® GOLD LABEL RESERVE™ Blended Scotch Whisky, JOHNNIE WALKER® PLATINUM LABEL™ Blended Scotch Whisky and JOHNNIE WALKER® BLUE LABEL™ Blended Scotch Whisky – to create the most exceptional rituals, perfect serves and fine drinking experiences in the industry.

Q: How long has Diageo Reserve WORLD CLASS been running?

A: Diageo Reserve WORLD CLASS has been running for globally since 2009 and in Canada since 2012, providing an international platform to showcase talent from the best bartenders in Canada and all over the world and creating an outlet for luxury fine drinking trends and high-end experiences to unfold.

Q: Why was Diageo Reserve WORLD CLASS created?

A: Diageo Reserve WORLD CLASS, the industry's most credible investment in the luxury on trade, was created to elevate and recognize the talent of mixologists and to provide recognition and accreditation to those pushing existing boundaries. The first program of this kind, Diageo Reserve WORLD CLASS is a 360 program that delivers for the customer by educating and inspiring bartenders around the world. It expands on their knowledge, skills and ability, truly elevating the craft of the profession. In turn, WORLD CLASS benefits the consumer by providing exceptional and valued fine drinking experiences engendering loyalty for customers and Diageo Reserve brands.



worldclass

Q: How many markets take part in Diageo Reserve WORLD CLASS?

A: This year 57 markets will take part in Diageo Reserve WORLD CLASS. These include countries in Europe, Asia Pacific, Latin America, Middle East, North America and South America. Each market hosts a Country final to identify a national winner who goes on to represent that country at the Diageo Reserve WORLD CLASS Global Final.

Q: Which specific countries participate in Diageo Reserve WORLD CLASS 2015?

A: ANGOLA, AUSTRALIA, AUSTRIA, BELGIUM, BRAZIL, BULGARIA, CANADA, CAYMAN ISLAND, CHINA, COLUMBIA, COSTA RICA, CZECH REP, DENMARK, FRANCE, GREAT BRITIAN, GERMANY, GREECE, GTME, GUATEMALA, HONG KONG, INDIA, INDIAN OCEAN, INDONESIA, IRELAND, ISRAEL, ITALY, JAPAN, KENYA, KOREA, MALAYSIA, MEXICO, MOROCCO, NETHERLANDS, NORWAY, NEW ZEALAND, PANAMA, PERU, PHILIPPINES, POLAND, PORTUGAL, PUERTO RICO, ROMANIA, RUSSIA, SINGAPORE SLOVAKIA SOUTH AFRICA SPAIN, SWEDEN, SWITZERLAND, TAIWAN, THAILAND, TURKEY, TURKEY, UAE, USA, VIETNAM, YACHTING (SS)

Q: How many bartenders take part in Diageo Reserve WORLD CLASS?

A: In 2014, an estimated bartenders 30,000 participated in Diageo Reserve WORLD CLASS with an estimated 500 bartenders engaged in CANADA through the WORLD CLASS program since its inception.

Q. Who attends the Diageo Reserve WORLD CLASS CANADA Regional Finals?

A. Diageo Reserve WORLD CLASS CANADA regional finals will be attended by the regional contestants, judges, representatives from DIAGEO, WIRTZ Beverage, its key customers, and members of the bartending community.

Q: How many regions are there and where and which region is my province or territory a part of?

A: There are a total of FOUR Regions in Canada.

1. Mid-West (includes Alberta, Saskatchewan, Manitoba, Nunavut and the Northwest Territories).
2. BC (includes BC, Yukon)
3. Ontario
4. Quebec Atlantic (includes Quebec, PEI, New Brunswick, Nova Scotia and Newfoundland & Labrador).

Q: What are the dates of the Regional Finals, where are they held, and how long are they?

A: Each regional final is held on one day only. The dates and locations are:

1. Mid-West - May 3rd – Calgary, Alberta
2. BC – May 5th – Vancouver, British Columbia
3. Ontario – May 11th – Toronto, Ontario
4. Quebec Atlantic – May 13th – Montreal, Quebec

Q: When and where will the location of Diageo Reserve WORLD CLASS be announced?

A: The location of each final will be announced internally through Diageo & Wirtz Beverage e-communication, and externally through our PR Agency, and via FACEBOOK at WORLDCLASSCANADA <https://www.facebook.com/WorldClassCanada>



worldclass

Q: Who will be judging the bartenders?

A: Judges will include past WORLD CLASS CANADA Winners, Jenner Cormier and Grant Sceney, who have been involved and through the WORLD CLASS program since its inception and what it takes to win WORLD CLASS CANADA.

Q: Where and when will the Canadian Final be held?

A: The Canadian Final will be held in Chicago, Illinois from June 21st – June 25th. The Canadian Finalists will compete alongside their US counterparts in front of some of the most esteemed judges in North America including Dale Degroff, Steve Olson, Julie Reiner, reigning global WORLD CLASS Global Winner Charles Joly and reigning WORLD CLASS CANADA Winner, Grant Sceney. There will be one Canadian Winner and one US Winner. This gives Canadian Bartenders the opportunity to compete in front of more judges and receive feedback on their work, for the duration of the competition, ultimately raising the level of their craft. This also provides the Canadian Finalists to network with the US Finalists and continuing to build the camaraderie of the community and developing supportive relationships that will enhance their careers for years to come.

Q. Who attends the Diageo Reserve WORLD CLASS Global Final Week; how many people will be attending in 2015?

A. Diageo Reserve WORLD CLASS Global Final Week is an international gathering of the industry elite including; leading cocktail and lifestyle gurus, luxury aficionados, mixology luminaries, trend experts, the world's finest bartenders, key DIAGEO RESERVE customers and over 100 global media.

Q: Who will be judging the bartenders?

A: The following leading industry Gurus will scrutinize the style, taste and technique of the finalists during the Diageo Reserve WORLD CLASS Global Final: Dale DeGroff, Salvatore Calabrese, Peter Dorelli, Gary Regan, Hidetsugu Ueno, Julie Reiner and Steve Olson. Judges have been selected based on their experience in industry and knowledge of the art of bartending and cocktail creation. A collective of the most renowned industry gurus from the four corners of the world, the esteemed Diageo Reserve WORLD CLASS judging panel is unique to the program, reflects different cultures and provides a truly international outlook to the proceedings.

Q: How do bartenders benefit from participating in Diageo Reserve WORLD CLASS? What can the 2015 winner expect?

A: Diageo Reserve WORLD CLASS inspires and invests in the talent of mixology's finest and is actively changing the face and credibility of the industry. The program has been instrumental in changing the lives of participants and can be a powerful catalyst for career defining opportunities worldwide. The 2015 Bartender of the Year will become a recognized industry name and a global ambassador of the Diageo Reserve WORLD CLASS program, travelling the world, educating and inspiring new talent while widening their own knowledge and honing their skills and techniques along the way. They will also have the opportunity to serve as a Diageo Reserve WORLD CLASS judge or mentor in future market and Global Finals and will work with the Diageo Reserve team to create their very own Cocktail Collection book.

Q: What challenges will the finalists take part in?

A: Bartenders will participate in a series of challenges over the course of the week that will test their ingenuity, ability to adapt, speed and skill, style and knowledge.



worldclass

Q: How do you see Diageo Reserve WORLD CLASS evolving?

A: Now in its seventh year, Diageo Reserve WORLD CLASS is not only about finding the best bartender in the world, it is about transforming fine drinking and cocktail culture around the world. In 2015, Diageo Reserve WORLD CLASS will not only reach CANADA's best bartenders, but also reach those who are at the early stages of their career to support them as they aspire to grow in their careers. Diageo Reserve WORLD CLASS will also educate and reach consumers who want to create WORLD CLASS cocktails at home. Diageo Reserve WORLD CLASS Canada has launched the WORLD CLASS Cocktail booklet to be used as a retail value ad on the Diageo RESERVE portfolio. The cocktail booklet showcases 8 cocktails created by WORLD CLASS CANADA Winner, Grant Sceney with the home consumer in mind that is looking to raise the bar from simple drink cocktails, to drinks a little more advanced but with ingredients that are still readily available. Over +17,000 of these booklets will be distributed across Canada. A similar version of this cocktail booklet will also be available to the On-Premise providing inspiration to customers across Canada on how to raise the craft of their cocktail program.

Q: How does Diageo Reserve WORLD CLASS impact the industry worldwide?

A: By bringing together the world's leading mixology gurus and best bartending talent, Diageo Reserve WORLD CLASS is a platform where new fine drinking trends emerge and are created. Signature serves created by finalists quickly infiltrate the bars around the globe. Discerning consumers with a taste for high end fine drinking culture travel the world to visit our WORLD CLASS bartenders and experience their signature serves in the most prestigious bars around the world.

Q: What differentiates Diageo Reserve WORLD CLASS from competitors?

A: Diageo Reserve WORLD CLASS, the largest and most credible investment in luxury on-trade has forged strong partnerships and collaborations with the most inspirational and highly recognised industry gurus, media around the world and partners at the top of their game (bartenders, editors, bloggers, chefs, celebrities, TV producers, and those from the fashion industry). It is this year-long collaboration that has allowed us to identify and transform fine-drinking trends to continually create new cocktail experiences for consumers worldwide.

Diageo Reserve WORLD CLASS has been instrumental in changing the lives of bartenders offering unrivalled education, a highly engaged bartender community (over 13,000 through digital platforms) and serves as a catalyst for career defining opportunities. It showcases the best collection of luxury spirits giving bartenders premium liquids with which to create exceptional cocktails and transform fine-drinking experiences for their consumers both on-trade and at home.