

# 19 ITALIAN COCKTAIL CHALLENGE

PRESENTED BY

**METABEV**

PASSIONATE F & B PARTNERS

*30<sup>th</sup> Anniversary*



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[WWW.HOFEX.COM](http://WWW.HOFEX.COM)

CO-ORGANISER



Hong Kong  
Bartenders  
Association

IN CONJUNCTION WITH



2019  
MAY 7-10  
HONG KONG CONVENTION &  
EXHIBITION CENTRE

GLASSWARE BY

**LUCARIS**  
Crystal of Modern Asia  
Kung Kai Hong & Co.

**METABEV**  
PASSIONATE F & B PARTNERS

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# 19 ITALIAN COCKTAIL CHALLENGE

## You are invited!

Hong Kong Bartenders Association (HKBA) and the Organiser of HOFEX are cordially inviting you to participate at the renowned event. HOFEX Open Cup presented by METABEV, featuring a series of premium Italian Aperitifs, Cocktails and Spirits. The event will take place from 7th to 8th May at the Hong Kong Convention and Exhibition Centre. Over 40,000 F&B professionals from around Asia will witness the birth of the next superstar of mixology.

The competition aims to promote and support the professional of bartenders, and the Art of Mixology, attracting approximately 300 audiences daily including managers from bars, clubs, restaurants, hotels and casinos around the globe. This world-class platform offers a fantastic opportunity for contestants to promote and demonstrate their talents with their signature cocktails.

Our list of sponsors will provide different kinds of aperitif & spirits for the competition to ensure all selected products can produce the utmost quality of cocktails.

Join the competition to be the best of the entire Asia. Apply before 28th April 2019 at [www.hofex.com](http://www.hofex.com).

Best Regards,

**Neil Wong**  
President  
Hong Kong Bartenders Association

**Roger Chan**  
Chairman  
METABEV Hong Kong Limited

## PRIZE & AWARD

### Champion:

Trophy + HK\$5,000 cash + Trip to Italy

### 1st Runner UP:

Trophy + HK\$2,500 cash + limited edition bottle

### 2nd Runner Up:

Trophy + HK\$1,500 cash + limited edition bottle

### Most Creative Cocktail:

Trophy + HK\$1,000 cash + limited edition bottle

### Best Presentation Cocktail:

Trophy + HK\$1,000 cash + limited edition bottle

### Audience's Favorite Cocktail:

Trophy + HK\$1,000 cash + limited edition bottle

## EVENT PROGRAMME

7 May, Tuesday

Italian Cocktail Challenge - HEAT

8 May, Wednesday

Italian Cocktail Challenge - FINAL

## RULES & REGULATIONS

### Italian Cocktail Challenge

1. Each contestant is required to create and prepare one classical cocktail. It can be pre-dinner, after-dinner, long drink or fancy drink.
2. Competitors will be given five (5) minutes to set up on stage.
3. The time limit is seven (7) minutes. Placing the garnish and glass chilling are counted in the competition time.
4. No more than six (6) ingredients are to be used.
5. Garnishes need to be prepared at the competition hall; it is not allowed to be made beforehand and brought to the competition.
6. Contestants must prepare five (5) original cocktails in front of judges.
7. Decent uniform or costume required for contestants on stage.
8. All spirits have to be selected from the sponsor product list.
9. No changes can be made to the cocktails after the entry form submitted.
10. The decisions of Judges and competition committee shall be final.

## ENQUIRY

Hong Kong Bartenders Association

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Campari · Aperol · SKYY Vodka · Cinzano 1757 · Cynar · Averna · Bulldog Gin · Wild Turkey 101 · Jose Cuervo Tequila · 1800 Tequila Reserva  
Appleton Estate Jamaica Rum · Grand Marnier · Frangelico · Amaro Montenegro · Molinari Sambuca · Kraken Spiced Rum · Bushmills Whisky