

The Spirit of Chichibu

Inaugural Australian Cocktail Challenge



The Challenge

This competition is a celebration of innovation and expertise in the art of cocktail making.

Participants are invited to create a unique cocktail or an inspired variation of a classic, each embodying the ethos of Chichibu Distillery.

This ethos, integral to founder Ichiro Akuto's philosophy, revolves around a harmonious blend of local and international flavours, reflecting a deep respect for tradition coupled with a progressive approach to whisky-making.

The challenge is not just a test of skill but an opportunity to contribute to a growing legacy.



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Win

Win the trip of a lifetime - 4 nights in Japan

1 night in Tokyo

2 nights in Chichibu - during Chichibu Matsui Festival, with an exclusive distillery visit & meet and greet Ichiro Akuto, founder and President of Chichibu Distillery.

1 night in Kagoshima - distillery visit to Kanosuke distillery

Prize includes flights, accommodations, distillery visits, tickets to Chichibu Matsui Festival & meals with the traveling companion from Casa de Vinos.

Prize is not transferable, and cannot be redeemed in other forms.

Finals

Top 5 finalist will be selected by the team at Casa de Vinos to compete **live on stage** at Whisky Abbey 2024 - Sunday 10th of November.

Eligibility

Open to professional bartenders currently working in Australia.

Participants must be working in Australia at an eligible venue for the whole duration of the competition.

Participants must be eligible to travel to Japan. Visa eligibility applies.

Finalist must be eligible to compete on stage at Whisky Abbey 2024 (Sunday 10th November).



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whisky ABBEY
Festival

Entry Requirements

Entrants must purchase a minimum of 6 bottles of Ichiro's Malt & Grain Whisky to participate in the challenge from the start of the **Registration Period** and until **Menu Live in Venue** period ends

The competition cocktail **must include a minimum of 30ml of Ichiro's Malt & Grain Whisky** as the primary spirit to ensure the essence of Chichibu Distillery is at the heart of each creation.

Participants are required to feature their competition cocktail on their working bar's menu, or specials menu, making it available for order throughout the **Menu Live in Venue** period.



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whisky ABBEY
Festival

Judging Criteria

The submissions will be evaluated based on the following criteria, each designed to reflect the essence and ethos of Chichibu Distilleries approach to whisky making

Creativity: Originality in concept and execution of the cocktail. Judges will look for innovative approaches in combining ingredients, techniques, and presentation styles.

Flavour Balance: Mastery in blending the various components to achieve a harmonious and pleasing taste profile. Entries should demonstrate how flavours complement and enhance one another, including the integration of Ichiro's Malt & Grain Whisky *(Only assessed during the live events)*

Presentation: Visual appeal of the cocktail, including the choice of glassware, garnishes, and any additional elements that contribute to the overall experience. Aesthetics play a significant role in the appeal of a cocktail and can influence its perception even before the first sip.

Integration: How well Ichiro's Malt & Grain Whisky is showcased within the cocktail. This includes not only the requirement of a minimum of 30ml of Ichiro's Malt & Grain in the recipe but also how its unique characteristics are highlighted and celebrated in the final drink.

Justification of the use of local and foreign Ingredients: Participants must explain their choice of ingredients, emphasizing the blend of local (Australian) and international elements. *(This ties back to Chichibu Distillery's philosophy of combining domestic and overseas whiskies to create something uniquely global yet distinctly Japanese)*

Replicability of homemade Ingredients: The ease with which other bartenders can recreate the homemade ingredients in the cocktail. This criterion ensures that the cocktail can be replicated and enjoyed widely, not just within the confines of a single establishment or by a single mixologist.



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Share it!

Stay active, stay engaged, bring excitement to the brand!

Capture & share - Share your creation through photos or videos on your social media, tagging the following.

Chichibu Distillery

@chichibu_distillery

Casa de Vinos

@casadevinos
#CdVadvocacy



Registration and T&Cs

Registration



Terms & Conditions



Important Dates

Registration Period	Menu Live in Venue
2nd August - 19th August	19th August - 20th October
Finalists Announced	Whisky Abbey Festival Competition Final
31st October	10th November

The live finale event will be held on Sunday, 10th of November, on a stage at Whisky Abbey at the Abbotsford Convent, in front of the judges, distillery representatives, and the general public



Japanese Tour Itinerary*

- Friday 13th of February
 - Departure from Melbourne
- Saturday 14th of February
 - Arrival to Tokyo
 - Train to Chichibu Distillery
 - Check In Hotel @ Chichibu Town
 - Visit to Chichibu Distillery & Barrel House
 - Visit to Chichibu Matsuri Night market
- Sunday 15th
 - Chichibu Matsuri Festival All Day
 - Meet and Greet Ichiro Akuto
 - Meet and Greet Other Distilleries
 - Chichibu Matsuri Afterparty
- Monday 16th
 - Train To Tokyo
 - Flight to Kagoshima
 - Check in Kagoshima Hotel
 - Dinner with Kanosuke Team
- Tuesday 17th
 - Visit to Kanosuke Distillery
 - Flight to Australia (Via Tokyo)
- Wednesday 18th Arrival to Australia

*This itinerary is a template and is subject to change.

Contact

Visit the store:

- Visit our store located conveniently at [283 Coventry St, South Melbourne VIC 3205](#)

Contact your local Casa de Vinos representative:

- Contact George via email (george@casadevinos.com.au) or over social media with any questions or enquiries about the competition!

Join our Casa de Vinos Industry Hub

- Attend, interact and learn at our sessions at Casa de Vinos.



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