

CELEBRATING
A CENTURY OF NEGRONI

NEGRONI COCKTAIL COMPETITION

WIN
A MIX-CASE OF
ASTRUM SPIRITS

JUNE 17, 2019
DEADLINE

Challenge yourself (and your colleagues) to create the ultimate twist on the classic Italian cocktail, the Negroni. Each recipe and entrant will be featured on Astrum's social media throughout Negroni Week, June 24th to June 30th, and included in the draw for a mix-case of spirits.

*See back for complete list of competition rules



NEGRONI COCKTAIL COMPETITION

Rules and Guidelines

Welcome to the Negroni Cocktail competition, the search for the most-creative Negroni inspired cocktail to celebrate 100 years of the Italian favourite. The competition is open to all trade professionals with access to Astrum spirits, as well as, a desire to showcase their mixology skills to honour the drink! All entrants must be willing to have their recipe and themselves shared via Astrum Wine Cellars' official social media.

Winner and Prizes

Each entry will be added into the prize draw, and the winner will be randomly chosen. In addition to being showcased on our social media, the winner and their recipe will be shared alongside our products in our catalogue. Additionally, they will win a mix-case of Astrum Wine Cellars' spirits.

The winner will be announced via a Live video on Instagram the afternoon of Wednesday June 19th 2019. The winning recipe will also be featured on Friday, June 28th 2019, during Negroni Week.

Competition Guidelines: Online Entry ONLY

1. You must submit your entry online via the link found on Astrum Wine Cellars' Instagram and website or the QR code here.



- Only one person per entry.
- Multiple entries per company are allowed.
- Must be willing to allow Astrum's marketing and sales team to take videos/pictures of the process and/or final product at the establishment.
- Must be willing to have the recipe, videos, and pictures shared via Astrum Wine Cellars' official social media and website.

2. You must submit one written recipe for your Negroni-inspired cocktail. The complete list of recipe requirements is found below.

- Must include two or more Astrum products**.
- Must include a list of ingredients with measures and instructions.

**The complete collection of Astrum Spirits can be found in our 'Bar Catalogue' or on our website at www.astrumwinecellars.com. Access to the spirits is required.