

2019 GARRISON BROTHERS BOURBON BRAWL RULES AND REGULATIONS



Sponsored by Good Bourbon for a Good Cause and Garrison Brothers Distillery

OVERVIEW

This is a search for the 2019 Garrison Brothers Bourbon Brawl Bartender of the Year. This person will display total breadth and aptitude in their abilities as a professional bartender. Over the course of the 3 stages of the competition and across multiple varying challenges, these bartenders will display (for example) creativity and innovation:

- Knowledge of Garrison Brothers Distillery
- Ability to understand and create balanced cocktails
- Technical skill, cleanliness and bar-side manner
- Presentation style
- Genuine hospitality

THE CHALLENGE

There are 3 stages of the Garrison Brothers Bourbon Brawl Bartender Competition.

The first stage takes place during The Bourbon Takeover of Texas where Garrison Brothers Distillery employees will be visiting 50 bars and restaurants across Texas to try their bourbon infused dish and/or cocktail. From these 50 locations, Garrison Brothers team members will hand pick 25 bartenders to compete in the semi-final round of the bartender competition. The semi-final round will take place in five cities across Texas (Austin, Houston, Dallas, Ft. Worth and San Antonio). A first place winner will be chosen at each semi-final and will not only advance to the finals, but win \$500. The final competition will be held in Austin on May 2nd. 5 bartenders will compete head to head for the chance to be crowned the 2019 Garrison Brothers Bourbon Brawl Bartender of the Year, \$10,000, their very own Single Barrel (for personal consumption only) and a complete Texas Luxury experience (TBD).

JUDGING CRITERIA

Demonstrate the following traits to become a member of the Garrison Brothers family.

CREATIVITY AND INNOVATION
SPIRITS KNOWLEDGE
GENUINE HOSPITALITY
TIME AND EFFICIENCY
PRESENTATION
STYLE

PRIZING

Semifinals Prizes:

First-Place Prize (provided by Good Bourbon for a Good Cause):

\$500

A trip to Austin, TX to compete at the Garrison Brothers Bourbon Brawl finals

Lodging accommodation for 2 nights in Austin (May 1st and 2nd 2019)

A chance to be crowned the 2019 Garrison Brothers Bourbon Brawl Bartender of the Year

*All other participants in the semi-final competitions will receive a gift TBD by Good Bourbon for a Good Cause.

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Finals Prizes:

One bartender will be chosen as the overall winner of the 2019 Garrison Brothers Bourbon Brawl Bartender of the Year Competition. The winner will receive:

- Cash prize of \$10,000
- Single Barrel (15-gallon) for personal use only
- Texas Luxury Experience
- Judging position in the 2020 Garrison Brothers Bourbon Brawl Bartender Competition

Taxes are the sole responsibility of prize winner. No substitution/transfer of prize permitted.

All prizing and accommodations provided by Good Bourbon for a Good Cause.

TIMELINE

- February 25th- March 1st - Bourbon Takeover of Texas
- March 28th - Houston Garrison Brothers Bourbon Brawl Semi-finals
- April 4th - San Antonio Garrison Brothers Bourbon Brawl Semi-finals
- April 11th - Dallas Garrison Brothers Bourbon Brawl Semi-finals
- April 12th - Fort Worth Garrison Brothers Bourbon Brawl Semi-finals
- April 18th - Austin Garrison Brothers Bourbon Brawl Semi-finals
- May 2nd - Garrison Brothers Bourbon Brawl Final

GENERAL RULES

All entrants must be professional working bartenders at an establishment that is a part of the Bourbon Takeover of Texas week with the **MINIMUM** of a cocktail feature.

Competitors must be at least 21 years of age.

Competitors must be legal residents of Texas.

Competitors may not be working on behalf of any other spirit supplier or brand at the time of the start of the Bourbon Takeover of Texas in February 2019.

PUBLICITY

By entering this program, you are giving Good Bourbon for a Good Cause, Garrison Brothers Distillery and their affiliates explicit rights to use your photo, an image of your drink, drink recipe name and your drink recipe for publicity purposes, including but not limited to: press, social media, recipe book inclusion, digital activation and promotional activation.

SELECTION PROCESS

Phase 1—Bourbon Takeover of Texas:

Bourbon Takeover of Texas is a week long event across the state of Texas that includes 50 bars and restaurants that will be showcasing Garrison Brothers bourbon infused plates and/or Garrison Brothers cocktails. Garrison Brothers Bourbon Evangelists will be hand picking these 50 participating bars and restaurants. During this week long event, members from the Garrison Brothers Distillery sales, marketing and production team with the help of Good Bourbon for a Good Cause will be visiting these locations to showcase said plates and cocktails. By participating in the Bourbon Takeover of Texas with a cocktail recipe, the bar or restaurant will automatically qualify the bartender who created the cocktail to be considered for the semi-final round of the 2019 Garrison Brothers Bourbon Brawl Bartender Competition.

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Entry Criteria:

Each competitor must serve at a MINIMUM a Garrison Brothers cocktail of their choice during the Bourbon Takeover of Texas week.

All expressions of Garrison Brothers are eligible to be used in the bartender's cocktail of choice.

Recipes must be original. An original recipe is the product of one's own mind and is not a copy or imitation.

Recipes must contain no more than 2 1/2 ounces (at 40 percent ABV) total combined alcoholic ingredients, and the total volume of the ingredients shall not exceed 6 ounces.

Recipes must not exceed 7 ingredients including drops, dashes. (This does not include garnishes.)

Homemade ingredients are allowed but must be easy to reproduce.

NO specialized tools such as smoking guns, specialized ice or techniques such as liquid nitrogen, etc. are allowed. You may only use easily accessible bar tools and/or household items to prepare your cocktail.

Ingredients must be expressed in fluid ounces (1/2 oz., 1 oz., 2 oz., etc.), with dashes and drops being the smallest quantities.

Preparation and mixing instructions must be included with your recipe.

Limit 1 full entry per person.

Garrison Brothers team members will review and score the entries. Initial scores will be based on the interpretation of the written description submitted. In some cases, team members may recreate the cocktails to settle closely ranked submissions.

Phase 2— Semifinal:

For the purposes of selecting semifinalists, recipes for cocktails MUST be submitted TWO weeks prior the start of Bourbon Takeover of Texas week. Good Bourbon for a Good Cause and Garrison Brothers Distillery team members will then score these cocktails to come up with 25 top cocktails. The top 25 cocktails will advance to the semi-finals round of the bartender competition. Homemade ingredients are acceptable, but cocktails must be able to be reproduced easily. The bartender whose cocktail was chosen will be presented with a "golden ticket" by a Garrison Brothers team member on March 2nd. This ticket guarantees their spot to compete in the semi-final round in their respective market. The bartender MUST be available on the date of the semi-final competition. The layout of the actual semi-final competition will be created by Good Bourbon for a Good Cause and is TBD, but will be communicated to semi-finalists no less than two weeks prior to the competition.

Scoring:

- Bourbon Takeover of Texas Cocktail (50 overall points):
- Cocktail name (5 points)
- Appearance and presentation (perceived based on description) (10 points)
- Balance of flavors, aromas and character (15 points)
- Use of spirit (how much GB can be tasted) (10 points)
- Creativity (10 points)

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Semi-final Competition Dates:

Semi-final competitions will be held in March through April of 2019 in 5 markets:

Houston – March 28th
San Antonio – April 4th
Austin – April 11th
Dallas – April 18th
Fort Worth – April 19th

Phase 3—Final:

A total of 5 finalists will be selected from the semi-final competition winners and will compete at the finale event on May 2nd, 2019 in Austin, TX. For the purposes of selecting the winner of 2019 Garrison Brothers Bourbon Brawl Bartender of the Year, a panel of well-respected industry experts selected by Good Bourbon for a Good Cause will judge the competition. Rules and judging criteria will be created by Good Bourbon for a Good Cause and shared with all finalists no less than 2 weeks prior to the final competition.

Any entries attempted through the use of agencies or robotic, repetitive, automatic, programmed or similar methods will be void. Any attempt by a person to use multiple email accounts or identities to gain more entries than permitted by these official rules shall result in disqualification at the sole discretion of sponsor. In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the “authorized account holder” associated with the email address at the time of entry, which must comply with these official rules. The authorized account holder is defined as the natural person who’s assigned an email address by the service provider or other organization that’s responsible for assigning email addresses. Potential winners may be required to provide evidence (to the sponsor’s satisfaction) that they’re the authorized account holder of the email address associated with a winning entry. In the event a dispute regarding the identity of the person who actually submitted an entry cannot be resolved to the sponsor’s satisfaction, the affected entry will be deemed ineligible. Entries and other submitted material become the property of sponsor and will not be acknowledged or returned. Refer to the additional requirements below for more details regarding the rules for your entry.

POST-FINALS— WINNER REQUIREMENTS

2019 Garrison Brothers Bourbon Brawl Bartender of the Year must be available the day after the finals for internal interviews and with reasonable accommodations make time to be available in the following week for media interviews. Travel accommodations will be made for all finalists to accommodate this requirement.

The Winner of the 2019 Garrison Brothers Bourbon Brawl Bartender of the Year competition will participate in at least 3 Garrison Brothers Distillery promotions and/or events as the 2019 Garrison Brothers Distillery Bartender of the Year.

These appearances are subject to availability.

Garrison Brothers Distillery will provide a minimum of 4 weeks notice prior to any request to attend an event.

All costs associated with travel and accommodation for these events will be provided for the winner.

ADDITIONAL REQUIREMENTS FOR ENTRY

Entries must not allude to the overconsumption or irresponsible consumption of beverage alcohol. Entries that do not include all required information and do not adhere to the foregoing and following requirements will be considered void and will not be considered in the judging of this contest. Entries that are deemed by the sponsor in its sole discretion to be illegal, obscene, profane or not in keeping with the sponsor’s image will be disqualified.

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ENTRY REQUIREMENTS

By submitting an entry, you warrant that:

- You are the creator of the entry.
- The entry is wholly original.
- The entry does not infringe the intellectual property, privacy, publicity rights or any other legal or moral rights of any third party, including any current or former employer, and does not defame any person or identify any person by name or other identifying information.
- The entry has not previously been entered in any other contest.
- The entry has not been previously published in any medium.
- The entry does not violate any law or regulation.
- The sponsor's determination as to whether any entry potentially violates the rights of any third party is final.

ELIGIBILITY

Employees of Good Bourbon for a Good Cause, Garrison Brothers Distillery, their affiliates, liquor wholesale licensees, as well as advertising/promotion agencies and their immediate family members and household members of each and retail license holders are not eligible. This promotion is void wherever prohibited, taxed or restricted by law. In the event that the contest is challenged by any legal or regulatory authority, Sponsor or Administrator reserves the right to discontinue or modify the Contest, or to disqualify participants residing in the affected geographic areas. In such event, Sponsor and Administrator shall have no liability to any entrants who are disqualified due to such an action. You must be a resident of Texas and at least 21 years of age to be eligible. Contest void wherever prohibited or restricted by law.

By accepting a prize, any winner (a) releases Good Bourbon for a Good Cause, Garrison Brothers Distillery, and their affiliated companies and licensed alcohol wholesalers and retailers from any and all liability claims, action or proceedings arising out of or for injuries or damages sustained while involved in any promotion activity or connection with the use of the prizes, as well as (b) consents to the use by Good Bourbon for a Good Cause and Garrison Brothers Distillery for promotional purposes in connection with this promotion of his or her name and/or likeness and/or voice without further compensation where permitted.

Good Bourbon for a Good Cause and Garrison Brothers Distillery reserve the right in its sole discretion to cancel or suspend this contest should viruses, bugs or other causes beyond the control of the sponsor corrupt the administration, security or proper play of the contest. The sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process and to cancel terminate or suspend the contest. The sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communication line failure, theft or destruction or unauthorized access to, or alteration of, entries. CAUTION: Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the game is a violation of criminal and civil laws, and should such an attempt be made, the sponsor reserves the right to seek damages from any such attempt.

I acknowledge that I have read and understand the rules and regulations pertaining to 2019 Bartender of the Year Sponsored by Garrison Brothers Distillery.

Sign Here

Date

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ABOUT GARRISON BROTHERS DISTILLERY

Garrison Brothers Distillery is a small farm and ranch located in the beautiful Texas Hill Country that authentically produces straight bourbon whiskey. Garrison Brothers introduced the first bourbon whiskey legally made in Texas in 2010 and has since developed a rabid fan base. They currently have a waiting list of more than 15,000 just to volunteer on bottling days, and their Cowboy Bourbon™ normally sells out within hours of its release. Garrison Brothers is the first legal bourbon distillery in Texas history and is one of the first distilleries in America outside of Kentucky to produce authentic, handmade bourbon whiskey and only bourbon whiskey. The business was founded in 2006.

Every expression of Garrison Brothers bourbon is made from a sweet mash bill and barrel aged in the intense Texas climate. The extreme heat creates multiple aging seasons in a year, resulting in a darker, richer, and fuller bourbon; bolder than almost any other bourbon on the market.

At the American Craft Spirit Awards in 2018, the Garrison Brothers team was awarded a gold medal for its Single Barrel Bourbon, a silver medal for its 2016 Small Batch Bourbon, and another silver for its Balmorhea Double Barrel Bourbon. Jim Murray's Whiskey Bible named Garrison Brothers Cowboy Bourbon™ "American Micro Whiskey of the Year" in 2014 and again in 2017. The Whiskey Bible recently awarded the same distinction to Balmorhea Double Barrel Bourbon for 2019. Garrison Brothers was voted Best Craft Whiskey Distillery in America by readers of USA Today in 2017.

Garrison Brothers is a proud and active member of the communities of Blanco, Fredericksburg, Hye, Johnson City, and Stonewall. The distillery and its barrel barns are open to the public for tours in Hye, Texas. Anyone interested in learning more about Garrison Brothers Bourbon or in taking a tour of the distillery should visit garrisonbros.com or follow @garrisonbros on [Facebook](#), [Twitter](#), and [Instagram](#).

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