



Presenting Sponsor

HENDRICK'S
DISTILLED *and* BOTTLED IN SCOTLAND
GIN

WELCOME

Can you flip-off a beer bottle cap like a cowboy with a six shooter and make your house cocktail faster than anyone else at your bar? You're *good*, but are you *the best*? Prime your shakers and put your skills to the test against Kansas City's finest bartenders at the 2009 Greater Kansas City Bartending Competition.

Finalists will be on-stage at the Uptown Theater on November 22, 2009 where they must prepare their original recipe as well as ONE other classic cocktail, to be determined by the judges. This is a timed competition. Bartenders will be judged on presentation, innovation, creativity, flavor, aroma & balance.

This is not a flair competition. It's about the craft of the cocktail.

THE WINNERS' CIRCLE

First, second and third place winners will have their Original Drink Recipes published nationally in *Cheers Magazine*.
First Place/"Grand Prize" Winner - \$1,000 cash; Second Place - \$500 cash; Third Place - \$250 cash.

RULES & REGULATIONS

1. Must be at least 21-years-of-age with valid Liquor Card.
2. Must be currently employed at a bar or restaurant in the Kansas City area.
3. If selected for the finals, must be present on November 22nd to compete.
4. Original drink recipe must be entirely original with measurements of ingredients, glassware, garnish, and name.
5. No blended or frozen drinks will be accepted.
6. Entries must be submitted by October 30, 2009. Finalists will be notified by phone or e-mail by November 9, 2009.

A GOOD MIX

All proceeds will benefit the HALO Foundation, a not-for profit organization committed to enhancing living conditions and providing art therapy for orphans worldwide. HALO provides American youth with opportunities to learn philanthropy and volunteerism by seeing the world through the eyes of the less fortunate.

Orphans supported by HALO are provided food, water, shelter, clothing, education, and art therapy. HALO works with orphanages in Mexico, India, Cambodia, Vietnam, Africa, and Nicaragua. The children in these homes submit their artwork to be auctioned off at our Heart Auction in the U.S. Proceeds go back to the orphans.

THE BACKERS

Our presenting sponsors are Hendricks Gin, Mountain Valley Spring Water, Chopin Vodka, Grand Marnier, 10 Cane Rum, Roundtable Marketing & Consulting and Tastebud Magazine.



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IT'S JUDGEMENT TIME

Bartenders in this competition will be judged by some of the best in the industry.

DOUG FROST ~ Master Sommelier and Master of Wine

DAVE WONDRIK ~ American Cocktail History Expert

RYAN MAYBEE ~ Certified Specialist of Wine and mixologist

JENNY VERGERA ~ Columnist & Founder of *The Test Kitchen*

DOUG FROST is a Kansas City author who writes and lectures about wine, beer and spirits. In 1991 he passed the rigorous Master Sommelier examination and two years later became America's eighth Master of Wine in the American Midwest. He was the second person in history to complete both exams and eight years later he is still one of only three people in the world to have achieved both these remarkable distinctions.

The tests are intensely difficult and many of the brightest minds and palates in the wine industry are unable to complete the programs. And now, according to USA Today, "Frost likely knows as much as anyone in the world about how to make, market, serve and identify wines."

He has written about wine and spirits for many publications including *New York Times Digital*, *the San Francisco Chronicle*, *the Underground Wine Journal*, *Practical Winery & Vineyard* and is a columnist and contributing editor for *Sante Magazine*, as well as the beverage columnist for the *Kansas City Star*.

Frost judges for many wine competitions including the International Spirits Competition, the Sonoma Harvest Fair, the San Francisco Wine Competition, and the San Diego Wine Competition.

His work history reflects a lifetime in restaurants, in hotels, managing in-house and off-site caterings and working in all levels of the wine, retail, restaurant and hospitality industries.

"A living iPod of drink lore and recipes" (the *New York Times*), or, if you prefer, a "crazy, bearded Civil War general" (Conan O'Brien), **DAVID WONDRIK** is the world's foremost expert on the history of the American cocktail. As *Esquire* magazine's long-time Drinks Correspondent, Wondrik has ranged far and wide through the world of booze, covering everything from Kentucky bourbon to Chinese cocktails. He also writes for *Saveur* (where he is the Wine and Spirits Editor) and *The Malt Advocate* (where he is the cocktail columnist), and has contributed to a host of other publications, from *Gourmet*, *Bon Appetit* and *Wine & Spirits* to *Oprah*, *Real Simple*, *Martha Stewart's Blueprint*, *Marie Claire* and too many others to count. In 2009, his drink writing earned him the Tales of the Cocktail Spirit Award for best drinks writing.

He has also written one book on the evolution of American music and three books on cocktails and mixology. The most recent of these, *Imbibe!* From Absinthe Cocktail to Whiskey Smash, a Salute in Stories and Drinks to Professor Jerry Thomas, Pioneer of the American Bar, has been greeted with widespread, and even sometimes fervent, acclaim and is the first cocktail book ever to win a James Beard award (it also won the Tales of the Cocktail Spirit Award for Best Drinks Book and was a finalist for an IACP award).

Wondrik's devotion to the gospel of the classic cocktail does not shrink from field-work: he conducts frequent seminars in cocktail history in which the participants get to absorb their lessons not only aurally but orally as well. Occasionally, he has been known to develop a cocktail list for a bar or restaurant. The drinks he created for New

York's 5 Ninth caused the *New York Times* to say "Mr. Wondrik has an appreciation of the antique in cocktail-making, and a talent for contemporary context"; in 2005, they won Time Out New York's coveted award for Best Cocktail List. He was also the motive force behind the Slow Food organization's 2003 Tribute to Jerry Thomas, in which some of the nation's most respected mixologists got together to pay tribute to the Professor—an event which the *New York Times* described as "an antiquarian lark, with overtones of a séance."

Dr. Wondrik (he holds a PhD in Comparative Literature from New York University) lives in Brooklyn with his wife Karen and daughter Marina, barely a block away from O'Connor's Bar, where he likes to drink Boilermakers—but only because they don't know how to make a decent Brandy Crusta.

JENNY VERGERA is a full time foodie and a woman on quest to develop her palate and herself through cooking, eating, drinking, traveling and writing. Jenny is the Table Hopping columnist for *Tastebud Magazine* and the author of a popular food blog called *Making a Foodie* (www.makingafoodie.com). She is also the founder of *The Test Kitchen*, Kansas City's underground supperclub. She considers herself a devout supporter of the culinary arts.



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Thank you for entering the Greater Kansas City Bartending Competition. First-round entrants will be judged on the originality and creativity of Original Drink Recipes.

Semi-finalists will make it to the competition round on November 22, 2009 at The Uptown Theater. Please fill out the form below and return to your Major Brands representative, or return by mail or in person to

ROUND TABLE MARKETING & CONSULTING » 5111 Wornall Rd | Kansas City, MO | 64112 » Attn: Ryan Maybee

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YOUR INFORMATION

Name (First, Last): _____

Address (City, State, Zip): _____

Phone (Home or Mobile): _____

Email Address: _____

Current Place of Employment: _____

Years Experience Bartending: _____

ORIGINAL DRINK RECIPE

Drink Name: _____

Ingredients & Measurements: _____

Glassware & Garnish: _____

Directions: _____