



Q & A Peter F Heering Sling Award 2014

About Peter F Heering Sling Award

What is the Peter F Heering Sling Award about?

The Peter F. Heering Sling Award is an annual, global cocktail competition in four rounds, with one winner from each participating country – 15 semi-finalists winning a tablet computer – and 5 finalists competing for the grand prize at the BCB Bar Convent in Berlin, October 2014.

How do I qualify?

Compose a cocktail inspired by the classic Singapore Sling. The drink must include Cherry Heering. Upload picture and recipe between April 22 and May 25, 2014 to heering.com.

What happens if I go to the quarter-final?

An international expert jury will select one winner from each participating country. Out of the national winners, 15 will be selected for the semi-final.

What happens if I go to the semi-final?

All 15 semi-finalists receive a tablet computer. The semi-finalist shall upload a maximum of 3 min video to a designated portal. At the semi-final, August 26th 2014 our expert jury will choose five competitors for the finale in Berlin.

What happens if I go to the finale?

The five finalists will personally present their cocktails at the BCB Bar Convent in Berlin, October 2014. Apart from the honour and media attention, all five finalists get airfare and two hotel nights in trendy Berlin. The winner receives € 500, a Stelton Shaker and global exposure.

Announcements

When will the national winners/quarterfinalists be announced? **June 9th**

When will the semi-finalist be announced? **July 22nd**

When will the finalist be announced? **Aug 26th**

When will the Winner of Peter F Heering Sling Award be announced? **October 7th**

Quarter-Final

How will the National Winners/Quarter-finalist be announced? **National Winners/Quarter-finalists will be announced in person by email, our importers will get an email with information about who will represent the country, we will send out a press release to media, all participants, post on Facebook and other social media and at www.heering.com – we will also announce the winners through our media partners such as Barlife UK, Mixology and Diffordsguide.**

How does the National Winners get the dollar support? **The national Winners need to post the event/activity on their own FB and send it over to us for us to post it, June 9th-July 21st.**

How does it work? **When and if the National Winners/Quarter-finalists chose to do any kind of activity like a drink session at their workplace, tasting/sampling of the cocktail, promoting the cocktail on the menu, promoting the cocktail on the blackboard, cocktail of the week/month... they should:**

Send us pictures of the cocktails and other pictures from the session, for us to post on our FB page.

They should post on their own FB page and redirect their followers to Heering FB page and post pictures from their drink session and Hashtag #slingaward2014, #slingaward2014QF and #cherryheering plus @cherryheering for Peoples vote and Peter F Heering will pay out the dollar support.

Peoples Vote

When does People Vote open? **June 9th after the national winners have been announced**

For how long time can I vote? **From Jun 9th to October 7th for those who are still in the competition**

Where can I find Peoples Vote? **<https://www.facebook.com/HeeringLiqueur>**

How will peoples vote be conducted? **A Photo album will be posted on Facebook which contains all the contestants name, country, cocktail, workplace and the recipe for Peoples Vote.**

How can the participants influence Peoples vote? **The National winners will be announced with their name, country, workplace and cocktail at Heering FB page together with a link to heering.com for the press release.**

All the contestants can thereafter tag themselves in the picture and share the album on their own FB page.

They can also post their own picture on their own FB page and promote their drink and redirect to Heering FB page.

Where do I go to vote for my favorite cocktail? Heering FB page – Heering (Peter F Heering) - <https://www.facebook.com/HeeringLiqueur>

And how will the points be gathered? All the “likes” will be counted for as peoples vote in the finale and peoples vote count as one person in the final jury out of seven in total.

How will Peter F Heering Sling Award support the winners to get Peoples Vote? The National Winners can choose any kind of activities to have people to try and taste their cocktail and vote. Peter F Heering will contribute to the activity with \$ 250

When do the activities need to take place for Peoples Vote to get the support from Peter F Heering? Between June 9th-July 21st is the time to support the cocktails and post the activities on Heering FB page.

Judging

What are the judging criteria? They jury will judge the cocktails by taste, interpretation of the theme, look and cocktail naming.

Will the jury taste all cocktails? Yes

Are there different jury-members in each round - one, two, three and four? Yes

Will the jury know who the creator behind the cocktails is? All recipes are presented anonymously to the jury in round one and two, choosing the winner from each market and the semi-finalists.

Who is in the jury? The exposure is global. Expert juries from around the world and different in each round David Wondrich, Dale Degroff, Steve Olsen, Julie Reiner Dead Rabbit, David Rosengarten Forbes Magazine, Lynnette Marrero founder Speedrack, David Ransom Tasting Panel, Katie Burtrand The Wall Street Journal, Simon Difford, Luca Cordiglieri Dorchester Hotel , Barlife UK, Nikolaj Brøndsted Denmark and some people still TBD.

Social media and media

What promotional activity will be used from now on to the final? Press releases to media and social media, campaigns on all social media channels to promote the finalists and their cocktails and Peoples Vote. Articles and ads with our media partners and the National Winners have the option to taste people on their cocktail through activities in their home market and will get dollar support from Peter F Heering.

What media partners do we have? Barlife UK, Diffords Guide, Mixology

Do the winners need to do any social media? **No – this is optional**

What social media will be used? **Facebook, Twitter, Instagram, Pinterest**

What happens on FB? **When all the competitors in the Quarter-final are selected on June 9, we will post on FB:**

An announcement with their name, country, workplace and cocktail together with a link to heering.com for the press release.

A Photo album which contains all the contestants name, country, cocktail, workplace and the recipe for Peoples Vote.

All the contestants can thereafter tag themselves in the picture and share the album on their own FB page.

They can also post their own picture on their own FB page and promote their drink and redirect to Heering FB page.

What happens on Instagram? **We will post all national winners/quarter-finalists cocktails and Hashtag #slingaward2014, #slingaward2014QF and #cherryheering**

All the national winners can thereafter tag themselves in the picture and post on their own Instagram. They should Hashtag #slingaward2014 and #slingaward2014QF and #cherryheering

What happens on Twitter? **We will tweet “Peter F Heering Sling Award 2014 Quarter-finalists are now announced, visit www.facebook.com/heeringliqueur and vote for your favorite.**

Semi-final

How will the semi-finalist be announced? **Same as above for the National Winners**

When is the semi-final? **August 26th**

Where is the semi-final taking place? **London**

How many will be in the semi-final? **15**

Does the semi-finalist have to go to London? **No**

What kind of presentation does the semi-finalist need to do? **All 15 semi-finalists will receive a tablet computer. The semi-finalist shall upload a maximum of 3 min video to a designated portal.**

When will the semi-finalist get their tablet computer? **The tablet will be sent out the same day we announce the semi-finalists – July 22nd**

What is the deadline for the film to be sent in? **The movie has to be uploaded on you-tube and with Peter F Heering at August 17th**

How will the semi-finalist cocktails be presented? **By Simon Difford and an expert jury together with the film that each semi-finalist produced and sent in to www.heering.com and posted on you-tube.**

Will you be able to see all the semi-finalist presentations/films? **Yes, on you tube and other places on the web to be announced**

Finale

How will the finalists be announced? **Same as above for the National Winners.**

How many will be in the finale? **5**

Do the finalists need to go to Berlin? **Yes**

Is Peter F Heering paying for the finalist to go to Berlin? **Yes, airfare and hotel for two nights**

When is the finale? **October 7th**

Where is the finale? **In Berlin at Bar Convention Berlin Show**

What happens in Berlin during the finale?

15.30-16.15 Opening of the Final Peter F Heering Sling Award 2014 by David Wondrich in Demo Bar A at Berlin Bar Show

16.00-18.00 Finalists will present and serve their winning cocktail at Peter F Heering stand at the Berlin Bar Show and for people to come and taste and vote.

18.00 Peoples vote closes

21.00-23.00 Finale in Peter F Heering Sling Award live competition at a bar in Berlin, Location to be announced