



# THE ABSINTHE MASTERS 2012

## RECOGNISING THE MASTERS IN THEIR FIELDS

In February 2012 *The Spirits Business* will stage **The Absinthe Masters** in a drive to find and reward the finest Absinthe brands on the world stage. Dominic Roskrow, editor of *The Spirits Business*, along with a panel of leading spirits and on-trade specialists, will judge the Absinthes in a blind tasting, to discover the **Absinthe Masters of 2012**. Excellence will be recognised in category and design & packaging.

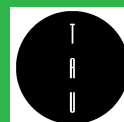
- To enter The Absinthe Masters 2012, you must be one of the following: a brand owner, a producer, a distributor/importer or a retailer
- If you are not the brand owner, you must have written permission to enter the Masters Series.
- Silver, Gold and Masters will be awarded in each category
- The Gold and Masters winners from each category will then be judged for the overall title of **Grand Absinthe Master 2012**
- Awards will be given at the discretion of the judges
- The chairman's decision is final

1. To enter, please visit [www.thespiritsbusiness.com/2011/12/the-absinthe-masters-2012](http://www.thespiritsbusiness.com/2011/12/the-absinthe-masters-2012) and complete an entry form, providing all of the relevant information
2. To pay, please include a cheque made payable to Union Press Ltd or provide credit card details on the entry form
3. Forward two samples for each product or category you are entering to: Daisy Jones, The Spirits Business, Units 222/223, 30 Great Guildford Street, London SE1 0HS
4. Please ensure that all UK duty on samples is pre-paid
5. Each entry must be supported by two bottles and must include the entry form
6. A high-resolution bottle shot of each product entered must be emailed to [daisy@thespiritsbusiness.com](mailto:daisy@thespiritsbusiness.com)

**Entry deadline for The Absinthe Masters: Monday 9 January 2012**

**Daisy Jones**  
**The Spirits Business,**  
**Units 222-223, 30 Great Guildford Street,**  
**London SE1 0HS, United Kingdom**

**t: +44 (0)20 7803 2452 f: +44 (0)20 7803 2421**  
**[daisy@thespiritsbusiness.com](mailto:daisy@thespiritsbusiness.com)**



OFFICIAL WATERS OF  
d'inks business

# THE ABSINTHE MASTERS 2012

## Contact details

Name: \_\_\_\_\_

\_\_\_\_\_

Job title: \_\_\_\_\_

\_\_\_\_\_

Company name: \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Country: \_\_\_\_\_

Postcode/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

\_\_\_\_\_

Fax: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_

## Categories

(please tick boxes required for entry)

- Verte distilled
- Verte oil mix (or 'with essences')
- 
- Blanche distilled
- Blanche oil mix (or 'with essences')
- Design & Packaging

## PRODUCT / BRAND DETAILS

Producer name: \_\_\_\_\_

Product name: \_\_\_\_\_

Entered by: \_\_\_\_\_

## CONTACT DETAILS

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

Email: \_\_\_\_\_

## PAYMENT

The cost of entry is £195+VAT for the first entry. Each additional category you enter thereafter will be charged at £150+VAT.

Please note that each entry entitles you to be judged in your chosen category only, as stated by you on this entry form.

## PAYMENT OPTIONS

1) Please charge £..... to my

Visa  Mastercard  AMEX

Card no:

Expiry date: / Issue no: (switch only)

3 digit security code:

2. BACS transfer information:

Bank: Messrs C Hoare & Co, 37 Fleet Street, London EC4P 4DQ, UK

Account name: Union Press Ltd

Account number: 11095100 Sort code: 15-99-00

IBAN: GB48 HOAB 1599 0011 0951 00 BIC/SWIFT: HOABGB2L

Credit card transactions will be taken in UK sterling at the current exchange rate.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

Please email: [info@thespiritsbusiness.com](mailto:info@thespiritsbusiness.com) should you require any assistance with completing this form.

## CHECKLIST... HAVE YOU DONE THE FOLLOWING?

- Filled in your entry form  Enclosed a cheque or completed credit card details  Packed all samples entered (2 x bottles per entry)
- High-Resolution bottle shots

**THE SPIRITS  
BUSINESS**