



THE TEQUILA & MEZCAL MASTERS - ASIA 2019

RECOGNISING THE MASTERS IN ASIA

In August 2019 *the drinks business Hong Kong* will stage **The Tequila & Mezcal Masters 2019 - Asia** competition in a drive to find and reward the finest tequila & mezcal brands from around the world in the Asian Market. Chaired by the drinks business Hong Kong and a panel of leading spirits specialists, the tequilas will be judged in a blind tasting, to discover the Asian Tequila & Mezcal Masters of 2019.

Silver, Gold and Master medals will be awarded in each category. The Gold and Master winners will then be judged for the overall title of Grand Tequila & Mezcal Master - Asia 2019.

- To enter The Tequila & Mezcal Masters 2019 - Asia, 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 Master medals will be awarded in each category
- The Gold and Master winners from each category will then be judged for the overall title of **Grand Tequila & Mezcal Master - Asia 2019**
- Awards will be given at the discretion of the judges
- The chairman's decision is final
- Print and complete the PDF entry form - print multiple pages is required.

TO ENTER:

1. To pay, please include a cheque made payable to the drinks business Hong Kong, use bank transfer or credit card payment link.
2. Forward two samples for each category entered to: Reuben.Friedman, **The Tequila & Mezcal Masters 2019 - Asia**, 3/F, World Trust Tower, 50 Stanley Street, Central, Hong Kong
3. Please ensure that all duty on samples is pre-paid. This can be arranged through the shipping company.
4. A high-resolution bottle shot of each product entered must be emailed to reuben.friedman@unionpress.co.uk

Entry deadline for The Tequila & Mezcal Masters - Asia: 19 April 2019

Reuben Friedman
3/F, World Trust Tower, 50 Stanley Street,
Central, Hong Kong
T: +852 3488 1008
reuben.friedman@unionpress.co.uk



OFFICIAL WATERS OF
**THE SPIRITS
BUSINESS**

THE TEQUILA & MEZCAL MASTERS 2019 - ASIA

Categories

(please write the category on the details page)

MEZCAL 100% AGAVE

Blanco – aged for less than 2 months

Joven – unaged but blended with caramel colour or sugar, or with an aged mezcal

Reposado – aged 2-12 months

Añejo – aged 12-36 months

Extra Añejo – aged for at least 36 months

TEQUILA 100% AGAVE (PREMIUM)

Blanco – aged for less than 2 months

Reposado – aged 2-12 months

Añejo – aged 12-36 months

Extra Añejo – aged for at least 36 months

TEQUILA 100% AGAVE (SUPER PREMIUM)

Blanco – aged for less than 2 months

Reposado – aged 2-12 months

Añejo – aged 12-36 months

Extra Añejo – aged for at least 36 months

TEQUILA 100% AGAVE (ULTRA PREMIUM)

Blanco – aged for less than 2 months

Reposado – aged 2-12 months

Añejo – aged 12-36 months

Extra Añejo – aged for at least 36 months

TEQUILA

Silver

Reposado

Gold

TEQUILA LIQUEUR

FLAVOURED TEQUILA

MARKETING CAMPAIGN*

DESIGN & PACKAGING*

*Please note that these categories will be judged in November and are charged as a separate competition.

CHECKLIST.. HAVE YOU DONE THE FOLLOWING?

- Filled in your entry form Enclosed a cheque, registered credit card link or bank transfer
 Packed all samples entered (x 2 bottles per entry), duty paid High-Resolution bottle shots

Product Name

Name will appear in results printed in The Drinks Business Hong Kong magazine.
Please provide correct spelling.

.....
.....

Category:.....

Country and region of origin:
.....
.....

Name of distillery (not for publication):
.....
.....

Brand owner (to be printed in results):
.....
.....

Brand's website:
.....
.....

Age:.....
Alcohol content
(%abv):.....
Recommended Retail Price
(£/\$/€):.....

Product Name

Name will appear in results printed in The Drinks Business Hong Kong magazine.
Please provide correct spelling.

.....
.....

Category:.....

Country and region of origin:
.....
.....

Name of distillery (not for publication):
.....
.....

Brand owner (to be printed in results):
.....
.....

Brand's website:
.....
.....

Age:.....
Alcohol content
(%abv):.....
Recommended Retail Price
(£/\$/€):.....

Product Name

Name will appear in results printed in The Drinks Business Hong Kong magazine.
Please provide correct spelling.

.....
.....

Category:.....

Country and region of origin:
.....
.....

Name of distillery (not for publication):
.....
.....

Brand owner (to be printed in results):
.....
.....

Brand's website:
.....
.....

Age:.....
Alcohol content
(%abv):.....
Recommended Retail Price
(£/\$/€):.....

Product Name

Name will appear in results printed in The Drinks Business Hong Kong magazine.
Please provide correct spelling.

.....
.....

Category:.....

Country and region of origin:
.....
.....

Name of distillery (not for publication):
.....
.....

Brand owner (to be printed in results):
.....
.....

Brand's website:
.....
.....

Age:.....
Alcohol content
(%abv):.....
Recommended Retail Price
(£/\$/€):.....

THE ASIAN SPIRITS MASTERS

Entry Form



You may enter several products on one form, but please submit just ONE entry form per Masters competition. To enter other Asian Spirits Masters competitions, please use a new form.

If you are submitting the entry form in writing, please use CAPITAL letters.

Once completed, please email the form, **and post your samples**, to The Asian Spirits Masters either by fax or post, using the details below.

The Tequila & Mezcal Masters 2019 - Asia,
3/F, World Trust Tower, 50 Stanley Street, Central,
Hong Kong

Please contact Reuben.Friedman at
reuben.friedman@unionpress.co.uk or on
+852 3488 1008
with any questions.

Contact Details

Please enter the details of the person/company submitting the entries

Contact Name:.....

Company Name:.....

Nature of business (distributor/ PR/
producer/etc):.....

Job title:.....

Telephone:.....

Email:.....

Fax:.....

Address:.....

.....

.....

Invoicing address (if different to contact address):

.....

.....

.....

Contact and product information will be kept by The Drinks Business Hong Kong for future reference and to update you on The Asian Spirits Masters and The Drinks Business Hong Kong news.

If you do not wish to be contacted by The Asian Spirits Masters, please tick this box

If you do not wish to be contacted by third party companies, tick this box

For office use only

Entry No:..... GSM category:.....

No. of entries:..... Date received:.....

Payment:.....

Payment details

The cost of entry is HKD\$1950+VAT for the first entry, and HKD\$1500+VAT for each additional entry made into the same

Asian Spirits Masters competition. Additional entries to other competitions will be considered as separate.

For companies wishing to enter more than ten products for tasting at any one time, two complimentary entries will be offered.*

*These entries must be submitted at the same time as the paid for entries & are not redeemable against any subsequent competitions.

Please allow enough time for your samples to reach us. Late entries will not be judged, but you may still be charged.

Total entry fee enclosed:.....

Number of products entered:.....

Payment Methods:

Bank Transfer

Name: The Drinks Business Hong Kong Limited

Account Number: 801-148982-001 (HKD) /801-148982-838 (EUR/USD)

Bank Name: HSBC Sort Code: 004

Swift: HSBCHKHCHK

Bank Cheque

Cheques made payable to: The Drinks Business Hong Kong Limited

Address: 3/F World Trust Tower, 50 Stanley Street, Central, Hong Kong

Cheques made payable to The Drinks Business Hong Kong Limited

For credit card payment link please contact

reuben.friedman@unionpress.co.uk

CHECKLIST... HAVE YOU DONE THE FOLLOWING?

- Completed your entry form Emailed high-resolution bottle shots
- Enclosed a cheque or completed credit card details
- Packed 2 bottles per entry (duty paid)

The Tequila & Mezcal Masters 2019 - Asia

Reuben.Friedman

The Drinks Business Hong Kong

3/F, World Trust Tower, 50 Stanley Street, Central, Hong Kong
+852 3488 1008