

Innovative Mixology - 2017

This award is for a creative presentation and recipe for alcohol-based or non-alcoholic beverages.

The spirit of the Catered Arts Through Innovated Excellence Awards (CATIES) is to recognize achievement of exemplary food production at an event. **The Event featuring your entry must have taken place between Jan. 1 and Dec. 31, 2016.**

Include photos of the beverage in production and during service at the event.

Entries should be formatted as follows:

1. Include name of the Category, Name of the Product/Event, 100 word maximum synopsis of the entry.
2. A 1000 word maximum description addressing the following:
 - o Describe concept of the beverage including how it relates or impacts the event.
 - o Describe originality of the beverage.
 - o Describe uniqueness of service style and presentation.
 - o Detail the production of the beverage at the event.
 - o Describe any challenges or obstacles and how they were overcome.
3. Collateral to include photographs & recipe(s). Photos may be positioned within synopsis and description texts. Maximum number of photos is 5 and they must be at least 300 dpi at 8x10.
4. Your entry must be anonymous and without any reference or pictures of your company identifiers.
This is a blind judging and judges will score your entry based on your submittal only.

CATIES Official Rules

By submitting an entry, each entrant agrees to the official rules and warrants that his or her entry complies with all requirements in the official rules.

By entering the Contest, entrant represents, acknowledges, and warrants that the submitted photographs/images are an original work created solely by the entrant, that the images do not infringe on the copyrights, trademarks, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the images.

If the images contain any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, and/or if any persons appear in the images, the entrant is responsible for obtaining, prior to submission of the image, any and all releases and consents necessary to permit the exhibition and use of the photograph by ICA without compensation.

Winners will be chosen by ICA or judges selected by ICA, in their sole discretion. Winners will be notified by ICA. All decisions by ICA and/or the judges are final and binding.

By entering the Contest, all entrants grant an irrevocable, perpetual, worldwide non-exclusive, royalty-free license to ICA, to reproduce, distribute, display and otherwise use the images in connection with the Contest and promotion of the Contest, in any media now or hereafter known. Additionally, by entering, each entrant grants to ICA the unrestricted right to use all statements made in connection with the Contest, and the names, personal data, pictures or likenesses of Contest entrants, or choose not to do so, in its sole discretion.

Judging Criteria and Scoring Values:

- The concept of the beverage and how it relates or impacts the event: **15 points**
- Originality of the beverage: **15 points**
- Uniqueness of the service style and presentation: **10 points**
- Event production of the beverage and practicality: **10 points**
- Recipe : **10 points**
- Overcoming challenges and obstacles: **10 points**
- Beverage photos document the production and use at the event: **10 points**
- Overall Impression: **20 points**